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MID-YEAR INDEX NUMBER

JUL 12 1929

THE Publishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXVI NEW YORK, JULY 6, 1929 No. 1

Turns With a Bookworm

"It is happier to dwell in memory on the party Emily Clark Balch gave for Ellen Glasgow last week . . . Miss Glasgow came up to New York for a day or two to deliver the completed manuscript for her next novel, "They Stooped to Folly" which is THE book we're looking forward to next fall . . . We couldn't get near her except for a minute; she had a circle around her laughing at her epigrams all the time —and though we did overhear some we didn't get permission to print."
ISABEL PATERSON
N. Y. HERALD-TRIBUNE "BOOKS" — APRIL 28th

"We're not saying there are no other good books this season. But these are the ones that occur to us . . . And we urgently recommend that space be kept open for Ellen Glasgow's novel, "They Stooped to Folly," which doesn't come out till August 1st."
ISABEL PATERSON
N. Y. HERALD-TRIBUNE "BOOKS" — JUNE 23rd

THEY STOOPED TO FOLLY
by
ELLEN GLASGOW
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By— SUSAN ERTZ

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Oct 25 HOUGHTON M

WAR
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MERICANS

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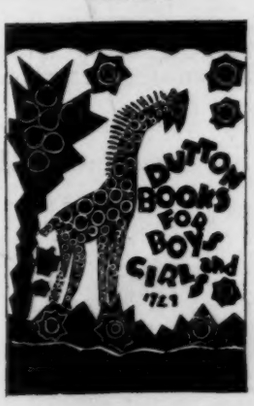

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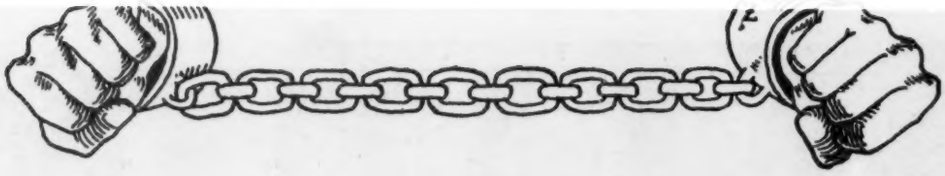

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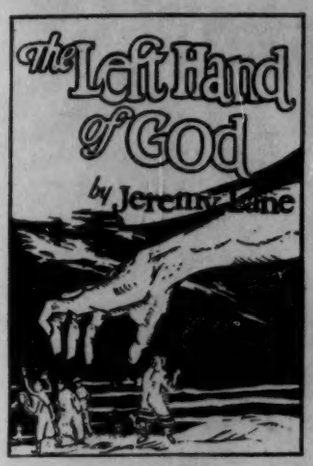

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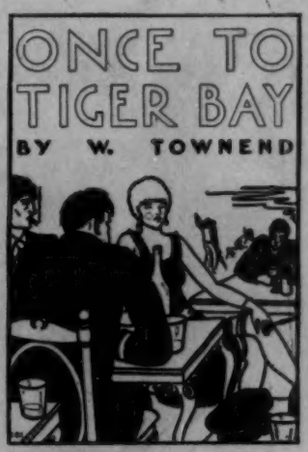

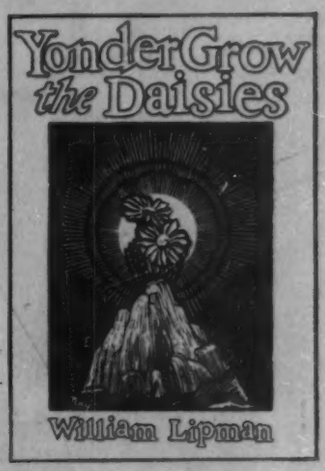

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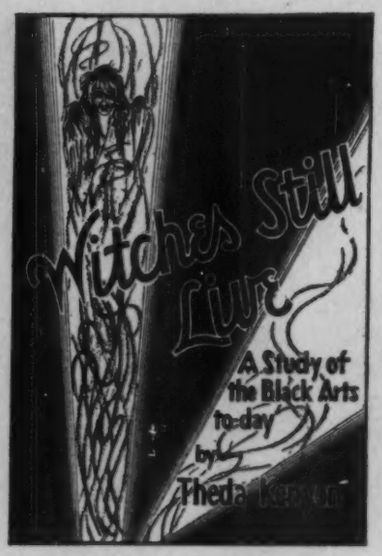

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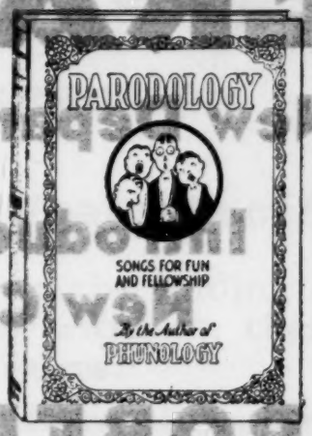

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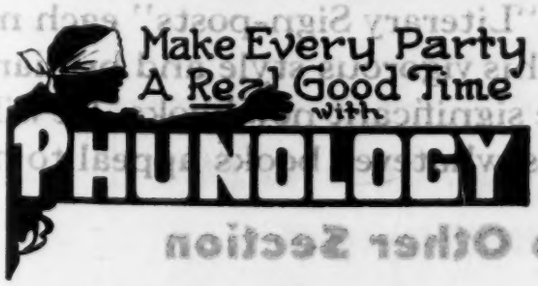

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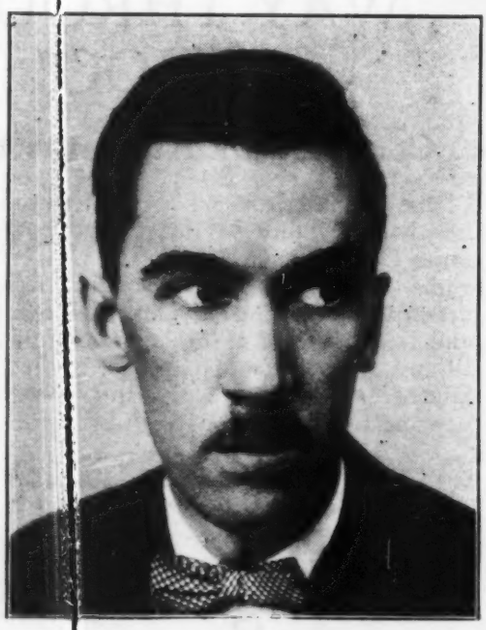

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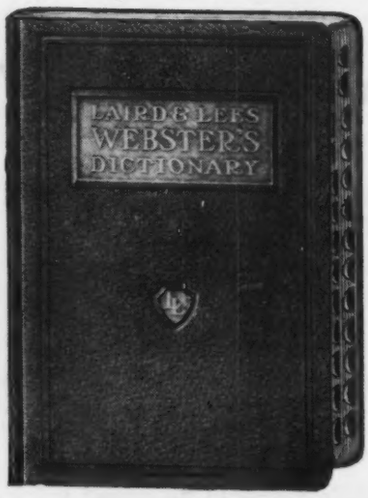

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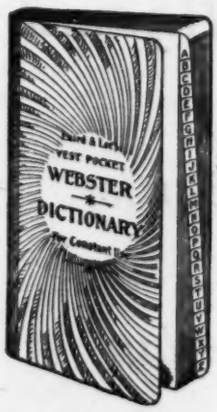

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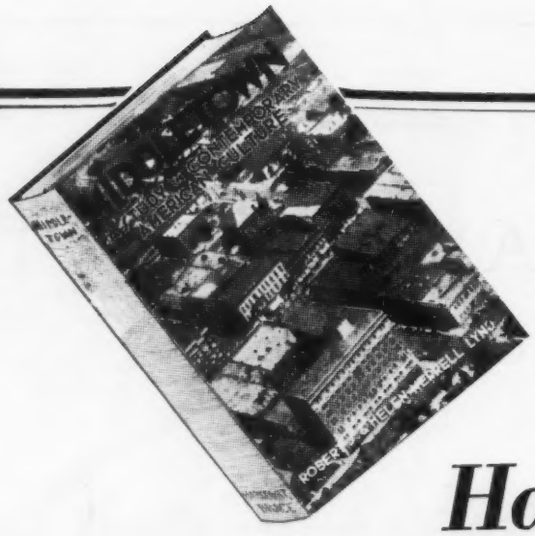

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Enthusiastically recommended by H. L. Mencken, Stuart Chase (who wrote two articles about it in the *New Republic* and one in the *N. Y. Herald Tribune*), Christopher Morley, Carl Sandburg, all trade publications, newspapers, and literary magazines, it has also been given two columns of mention in the *Sat. Eve. Post* and four pages in the *Rotarian Magazine.*

And by the way, have you read it yourself? The *P. W.* recommended it editorially last January.

to every teacher, advertising man, clubwoman, manufacturer, minister, salesman, special-worker, scientist, banker, writer, Rotarian, lecturer, newspaperman, student, politician and average reader who has entered your shop? If you haven't, you've missed a chance to sell to *its own special audience* one of the most widely acclaimed and socially important books ever published in America. This book started slowly and has steadily gained momentum by sheer force of its own importance until now it looks as if we had another *Siegfried,*—or better. *Keep it on display,*—everyone wants to read

MIDDLETOWN

by Robert S. and H. M. Lynd

$5.00

HARCOURT, BRACE & CO.

383 Madison Avenue, New York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 6, 1929

Prophecies of Prosperity

We've Been Contenting Ourselves with Hopes for the Best So We Were Surprised When an Avalanche of Jubilant Prophecy Was Let Loose By Our Matter of Fact Request for Opinions on the Outlook for Fall Business

IN arriving at a picture of prospects for fall business by gathering direct statements from publishers, a panorama of optimism has been reflected from the trade. The feeling that 1928 was a slow year is common to both bookseller and publisher, but now a concensus of opinion that this fall will be unusually good has replaced any feeling of pessimism which may have held sway at the beginning of the year. Since spring there has been a continual upturn, and the summer has held well with its brilliant lists and intelligent merchandising that has made a play of all the possibilities of the summer market. While for some houses the spring was slow, there are many who have had a good year all through 1929, and the fall seems promising to all eyes which look into the future.

In their replies to our request for an opinion of the fall, some firms have been frankly jubilant, and the most reserved have only tempered their feeling that business will be excellent. The most convincing impression is to be had directly from the letters as they have come to us.

Horace Liveright writes:

"You ask me to tell you what I think of the prospect for the book business for this coming Fall season. Each publisher must, of course, judge the situation and make his forecast on the basis of his own list. It is hard to believe that good books with a popular appeal will not sell very much more widely this Fall than they have in the Spring, during which period business was duller than I have ever known it to be. I feel that I am in a fairly good position to say that general business has been poor because Henry VIII, one of my own publications, has been the best-selling nonfiction book for several months and the best-selling book of the country including fiction for the month of May. Yet its sales are below the normal for a book of this kind.

"My own coming Fall list is so brilliant in comparison with other lists that I have prepared, that I cannot help but believe that in the Fall we will make up for our bad Spring season.

"I reiterate what I have said in other publications, that I feel the public hysteria for gambling in stocks has been largely responsible for the market, and I feel temporary let-down in intellectual pursuits."

If the book market is improved, it is because disturbing factors are being removed and America is leading a more normal life with less "hysteria" and better general business conditions. Joseph W. Lippincott of J. B. Lippincott, expresses the relation of this equilibrium to the trade very concisely.

"If advertising and growth in educational facilities mean anything, twenty

million more books should be sold this year than in 1928. The bulk of these would naturally fall within the autumn months. Many will go direct to the schools but the wealth among buying classes must result in better opportunities for the book store than ever before. While the number of new titles shows a tendency to increase, so also does the quality of the book output. It will be harder than ever to pick the leaders for autumn, but total book sales can scarcely help being very large."

And the same feeling of optimism is expressed by Whitney Darrow at Scribners, over an improved and improving market.

"For the greater part of the past twelve months, our miscellaneous book business, both fiction and non-fiction, has been better than ever before. We are greatly pleased with the advance orders on fall publications with the exception of a very few bookstores and a few localities. The trade seems to be generally optimistic. More people are buying books and more people are buying good books than ever before. There are, of course, elements entering constantly into the publishing business which are disturbing, but with renewed energy and emphasis on our own problems I am sure that the book business is going to have a great development within the next few years."

G. G. Ross at Little, Brown expects this fall to put over one of their biggest years:

"We are extremely enthusiastic about the business outlook for fall. Our list is even better than that of the fall of 1928, which we advertised as "Our Finest List in 90 Years of Publishing." Everything points to a record business, and the traveler's orders bear out this assertion. With novels by Remarque, De la Roche, Hutchinson, Farnol, Oppenheim and Sylvia Thompson, the Atlantic Prize Biography, Pennell's Life and Letters, an amazingly fine biography of Franklin and an excellent list of books for children, headed by the Burgess Seashore book, who wouldn't be enthusiastic? And, best of all, we believe that we shall find at the end of the year that we have again broken all our sales records."

Lincoln Schuster calls attention to the increased demand for "books of enduring merit."

"Both in quantity (which is measurable) and in quality (which is immeasurable) Mr. Simon and I honestly believe that our list for Fall, 1929 is the most impressive publishing schedule we have ever arranged. That is one reason why we are extremely 'bullish' on the book outlook for the season to come. As for the 'long pull' (if we may continue to use the terminology of Wall Street) we are also extremely enthusiastic. One of the many reasons for this confidence is the growing realization that the standards of best-sellerdom are constantly getting better and better. The market for books of enduring merit, fiction as well as non-fiction, is widening all the time, and it never was so easy for a truly notable book, even if lacking on so-called sure-fire popular appeal, to find its audience—and a vast one! One of the most encouraging indications for the retail booksellers is the tendency to make books a subject of all-year-round interest, not simply a Christmas stampede. Despite the fact that we predict big things for Fall, 1929, we expect them."

In this group of answers to our request which have dealt with the condition of the market, Houghton Mifflin are also confident of 1929 business conditions, and Benjamin H. Tickerman says that a setback is impossible.

"The surveys of experts in the statistical and financial world that come to us from time to time seem optimistic in tone.

"However, as to our own attitude, from an analysis of our Fall list we are filled with enthusiasm and are not willing to admit that a setback is possible. Naturally a publisher's viewpoint is more or less colored by the books in process, as an outstanding list frequently means a successful season for him."

Coupled with these houses which have expressed assurance in business conditions are several letters which tell of definite advances in sale over last year. From F. A. Clinch at Appleton:

"In answer to your phone call, would state that from the orders being received from our Sales Force now presenting our Fall line to the bookseller, indications are that the business this Fall will be above the average."

The same story of increased sales comes from Doubleday and Macmillan. F. C. Henry at Doubleday, writes:

"Judging from reports of salesmen on the first lap of their fall trip, I believe that

the booktrade is showing more vigor than in the past four or five years—thoroughly bullish on fall outlook and planning advertising and promotion accordingly."

And George Brett, Jr. at Macmillan:

"We are most optimistic, and not without cause, I think, for whereas we have found business somewhat spotty we have nevertheless a larger percentage of increase in our actual sales for each month from January through to the 28th of June this year, than we had last year. The first half of the year, indeed, shows a larger gain in sales than the same period has shown in any year recently. The reports from our salesmen on the road seem to indicate that dealers are buying conservatively, but there seems to be no great pessimism on their part, and, indeed, for the most part the dealers' accounts with us show a very satisfactory increase over their previous business, especially in the month of June—our accounts during this month showing a larger percentage of increase over the same period last year than over any other month since January."

With things looking up as they are, Dutton feels that the disturbing book club movement simply calls for close cooperation between publisher and booksellers:

"In the past few weeks this firm has taken a very definite stand regarding the Book Club situation, the concentration of attention on "best sellers" at the expense of other good books, the discount question, national advertising, stock orders, mail-order advertising in competition with the book stores, and the urgent necessity for closer cooperation between the publisher and bookseller.

"For seventy-six years we have depended upon the booksellers of this country to distribute our books. To the booksellers we have expressed ourselves clearly on the above-mentioned questions. We hope and believe that the booksellers are going to make it well worth our while to continue to emphasize the importance of the book store outlet for Dutton publications. We are already more than satisfied with the increased business they have given us in the past few weeks."

Howard Lewis at Dodd Mead, rather sums up the pleasing fall prospects:

"Booksellers and Publishers may reasonably expect to share in the general prosperity of the country during 1929 which, with half the year finished, finds all lines of industry active and confident.

"The distribution of books has been steadily increasing during the past decade and there is every indication that the public is more acutely book-conscious than ever before. The sales of volumes of history, biography, travel, essays, etc., are reaching proportions unthought of a few years ago while fiction continues to be the largest classification of books sold. Increasing volume has naturally presented problems to the book trade and these problems must be met by Bookseller and Publisher making common cause toward their solution.

And Harpers are just as cheerful; Henry Hoyns, president, writes:

"Harper & Brothers have enjoyed a normally prosperous spring. Sales figures for the first six months of 1929 show a healthy advance over the ten year average for the same period.

"The outlook for fall is exceedingly gratifying. Our fiction list will include Romain Rolland's great biography, "Beethoven, the Creator" and Count Hermann Keyserling's "America Set Free," a book for Americans written in English.

The Harper Prize Novel—"The Dark Journey," by Julian Green—will start the fiction list on August 21st, ofollowed by many outstanding titles.

And there will be Harper Sealed Mysteries from the pens of Freeman Wills Crofts, Richard Keverne, Rayburn Crawley and Lynn Brock.

"With such a list Harper & Brothers naturally anticipate a splendid fall."

Our attempt to get at fall business conditions has been answered from two angles, that is, those who have cited general conditions of the book market and those who speak from the evidence in their order files, but from all points comes the feeling that fall business should be better than it has been for several years. All indications of business in general are excellent. After a spring which was pronounced unusually dull by many competent pronouncers, such a universal feeling that the book business is not only going to be good, but unusual, is surprising. The report is so cheerful that if it had not come from so large a number of houses it would lack conviction; everyone cant' be wong; fall must hold great things.

What Rental Library Readers Like

Alice Payne Hackett

"HAVE you a sweet love story?" This is the plaintive appeal of many rental library customers for whom there are all too many books of the "banned" type. The majority of rental library memberships are held by women, especially in the smaller cities, so that the demand for sentiment, represented by Grace Livingston Hill, for instance, is always great.

Detective stories are not nearly as much in demand among circulating library readers as would, at first, be thought. In the first place many women do not care at all for crime fiction—in fact, refuse to read it. In getting replies from libraries as to what titles they choose to have included in "What to Read in Books," the imprint folder that is distributed by these libraries, I have found them divided into two distinct classes in regard to books of the detective and mystery type. Either they want *all* the month's offerings, or they want very few, just the two, three, or sometimes four best—out of a possible fifteen or so. Some libraries have built up a clientele of avid crime readers. The Hathaway House Bookshop in Wellesley reports as its best detective story fans several of the Wellesley College professors who thrill to deduction.

Some mystery-lovers will read nothing else. They will read as many as possible—the lucky library having such a group among its members can stock all the new mysteries with little or no discrimination. But the average patronage of the library—that part who will read detective stories — wants only the outstanding ones, a "Bellamy Trial," a "Murder of Roger Ackroyd," a "Strange Disappearance of Mary Young," or a "Bishop Murder Case."

IN the "Publishers' Weekly" of June 8th Dorothy Knox wrote, in her article called "Catering to the Reader," on the necessity of lending library directors knowing people who are their customers as well as they know the books which are on the shelves, and the danger of imposing personal ideas of what is an enjoyable book on the readers. Miss Hackett, editor of the circulating library imprint booklet, "What to Read in Books," writes here of the types of books that are most popular in the libraries of booksellers who subscribe to "What to Read in Books."

Another big class of novels that may be safely stocked is composed of those that automatically become "best sellers." The Dodsworth's and the Dark Hesters's. Regular customers will naturally want to read all the new books by authors with a reputation. They want all the Warwick Deeping's, the Edith Wharton's, the Kathleen Norris's, the Booth Tarkington's there are on the shelves.

Library patrons often take prejudices against a certain book or author and these prejudices, often unreasonable and ununderstandable, seem to spread like a contagion. They don't like "highbrow" books —this, of course, is true of the average town rental library, and not of those, let

us say, in Greenwich Village. Two-volume novels are not particularly good, for obvious reasons. Those in search of a book to read are apt to shun them, unless it's something with the reputation of "An American Tragedy." More expensive novels with a larger rental fee than the regular $2 or $2.50 book are generally avoided, too. The ubiquitous exception is at hand! "The Well of Loneliness," priced at $5 has been one of the most popular library books. One thing readers do want is books of full novel length. They don't feel they are getting their money's worth from a slim volume with wide margins and big print. The more closely packed the pages, the better.

By far the largest class of popular rental library books is that composed of what for want of a better name I call "good stories." They are more sophisticated than the sweet romances mentioned in the first paragraph. They are not top-notchers on the Best Seller List. The names of many authors whose books are eagerly borrowed would be unknown to reviewers, literary editors, lecturers, and others whose business is with books. I saw a woman pick up a novel on the marked down table in Womrath's the other day and say to the man who was with her, "That's a fine story. It is well worth sixty cents. It's well-written and interesting." Such a willing tribute to a novel, picked out of the countless others in this group, would gladden the heart of any publisher. Yet this author's name is comparatively unknown, though she has written quite a few novels.

One of the most popular library books, according to "What To Read" subscribers, was "The Forbidden Woman" by Frances Mocatta. This is an example of the "strong and passionate" novel that makes up such a large proportion of this group. It is this type that is the mainstay of the average library. It won't be in greater demand than the "best seller" group, but it outnumbers them, ten to one. How few best sellers there are in comparison to the number of these novels, rather long, fairly well-written, romantic and well-plotted.

A type of book that combines both the more sophisticated and the romantic appeal is the ideal for rental library shelves. A number of these will bring back satisfied readers. An excellent example of this sort of book, wholesome, yet lively and charming, that has just been published, is "Visitors to Hugo" by Alice Grant Rosman.

As to non-fiction—some libraries stock a great deal of it, some none at all. Attempting to strike a happy mean, "What To Read" lists about three outstanding non-fiction books a month in relation to about twenty-five fiction titles. The average library cannot afford to take a chance in buying expensive books that may or may not catch on. Many customers read nothing but fiction, many keep away from the general literature because of the higher rental fee for higher-priced books. Non-fiction takes much longer to read; therefore, its popularity lasts longer—a point in its favor for rental library owners. But the demand for non-fiction is *sure* only in the case of the best-selling biographies, travel books, etc., like those of Emil Ludwig, Richard Halliburton and Lytton Strachey.

The Booklover's Library

Seymour Eaton's Rental Library Which Flourished Between 1900 and 1905 in Fifty American Cities, in Canada and in Paris and London

Dal Hitchcock

IN his five years activity in the rental library field, 1900-1905, Seymour Eaton of Philadelphia, supplied the world of books and readers with more fireworks and hot discussion than has been its portion before or since. His Booklover's Library achieved spectacular growth, though its financial basis proved unsound and it changed form, sputtered, and died, leaving behind in the records of booktrade conventions, trade and reader periodicals a trail of heated debate and sharp fighting.

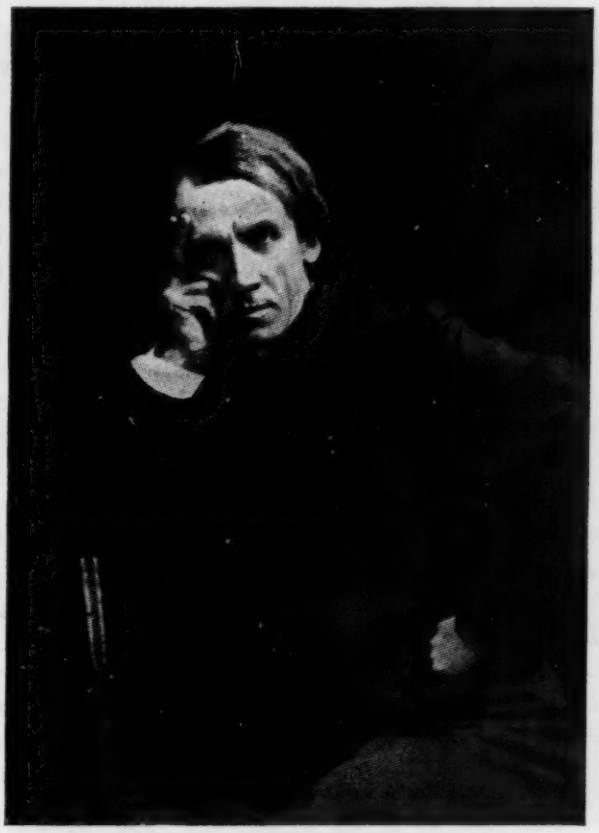
THE Booklover's Library was the ill wind in the booktrade of the very early 1900's which wafted the circulating libraries into a popularity they have managed to maintain. Carefully worked out in the service it offered, Seymour Eaton's Library flourished until its decidedly unsound financial methods brought about its collapse.

Never had the reading public been received amid such sumptuousness as at the opening of the first Booklover's Library at Philadelphia in March, 1900. Long before the promoters of the modern movie palace had dreamed of million dollar theaters in which the public would be ensnared with pomp and splendor, Seymour Eaton created a chain of hundreds of libraries in which nothing was left undone to give an atmosphere of luxury and above all exclusiveness. Well did he know the American public enjoys nothing more than the feeling that they are being let in on something. Today books come with an intriguing gesture from "The Inner Sanctum" of Simon and Schuster, but then, the list of those who were invited to visit the inner sanctum of the Booklover's Library resembled a social register. The appeal never fails, and soon thousands were clamoring for membership. In the first three years of this short-lived venture it spread to fifty American cities, two cities in Canada, and spanned the Atlantic to become established in London and Paris. It was quickly and impressively made known that one and a quarter million dollars had been spent in organization and that the corporation had in its service two thousand employees.

The service offered the public was as perfect in its appeal as were the other phases of Mr. Eaton's carefully laid plan. The reader paid an annual membership of five dollars. This included purchase of the first book. From this point the member could exchange his book for another each week without additional charge. Thus fifty-two books could be read per year at a cost of ten cents a book. Low cost, however, was only one of the factors which brought thousands of readers to the Booklover's Libraries. Every copy which went to the reader was absolutely fresh and delivered in an attractive slide case. Yes delivered! Under no circumstance should a reader have to worry about the time and trouble of getting to the library if he were not in a mood to be lured to the booklover's haven. Remember that while we may be annoyed with traffic today, in 1903 it was a problem to find the time to make the journey from one's home even to a community rental library. A complete delivery service was maintained. The handsome little carts of the organization carried books to Seymour's public, as well as, very effectively letting the prospective portion of the public know how really convenient the service was. The Booklover's delivery wagons were quite familiar on the streets of metro-

politan America. All of this was very effective promotoin as a glance at comments in the periodicals of the day will show — *The Bookman,* April, 1902, in reference to the Booklover's Library:

"It has probably been responsible for more conversation than any other financial venture ever launched. . . . As the subject of conventional small talk it seems to have completely superseded the weather. . . . Were the Booklover's Library to cease to exist tomorrow, it, nevertheless, would have served to place its originator, Mr. Seymour Eaton, among those few men who succeed in placing a pet idea before the public."



Seymour Eaton

This genius of the book world was certainly no dullard and the capitalization of the interest was his plan. While the original capitalization was not small at $600,000, this proved to be only a modest start for by 1903 a neat two million had been added, bringing the corporation to $2,600,000 which is no mean organization in anyone's business world. This was just a hint of things to follow. It grew and grew until the product of Eaton's mind was in 1905 incorporated at $12,500,000! The financial and motor car worlds may have their Durant to cope with today, but the financial and book worlds of 1905 most assuredly lent a thought or two to Mr. Eaton. No venture in the field of books has ever approached the size of this corporation of 1905, and no existing house crosses the $10,000,000 mark.

His enterprises were repeatedly expanded and that was good publicity, but Seymour Eaton's business was Seymour Eaton's business; the financial character of the organization remained a mystery. Here, and here only, could those whose business was being effected find a loop-hole through which to strike at the Booklover's Library and allied concerns. This sort of attack was not very effective, for the public was not concerned with the opinion of competition or financial experts who questioned, and the public could see the surface which was a picture of prosperity. The first offshoot of the original Booklover's Library was the Tabard Inn Library which ostensibly was formed to care for the overflow from the first chain of libraries. Of course, it was incidental that the stock of the Booklover's Library was just at this time about completely subscribed. Booklover's stock was paying ten percent, and Eaton's enemies said that he was paying dividends from funds secured through stock sales. They pointed out the enormous expense of operation, with the service which the readers liked so well, and said that as a business it could not possibly pay ten percent. Right they were, it did not do so for very long. But the public lent a deaf ear, and stock in the new company sold. The reflection of the manner in which the new Tabard Inn Library was received is seen in *World's Work,* May 1902.

"The ingenious and convenient addition to the Booklover's Library of the Tabard Inn Library, subscribers to which may take a book or return one from any distributing place — taking a book in one city, for instance, and returning it and receiving another in another city—illustrates as great Yankee cleverness applied to circulating literature as to — say, making and selling shoes, or the building of locomotives for use

in every part of the globe." There is no questioning of business soundness here. Yankee genius was just beginning to make itself felt throughout the world, and was a much talked of commodity at this period of American industrial growth. The impossible was being done on all sides, so when the Tabard Inn Library came with its rates even lower than the Booklover's system as well as the advantages in the service mentioned above it was just another bit of business ingenuity to be hailed with pride. The new library rented books at five cents per week with an overtime rate of one cent per day. A penny a day for the latest in books, would be a plan, truly wonderful, if it could be made to produce profits. Profits may have been a dim dream of the future in Eaton's plan, but at the present he was interested in selling stock which was very successfully done.

In rapid succession followed a group of companies in related fields. As the final stroke, came the Tabard Inn Corporation ($12,500,000 capitalization) as the holding company for all the group which included Booklover's Library, Tabard Inn Library, *Booklover's Magazine,* Tabard Inn Press Company, Philadelphia Bookstore Company, Tabard Inn Shops and Studios, Tabard Inn Druggist's Specialty Company, and the Tabard Inn Food Company.

This huge structure which was finally evolved was built on clever advertising and excellent service offered the public, but sadly lacked a balance which would cause it to produce dividends or even avoid the red ink. Still, the stock was paying its ten percent, and the surface presented every evidence of prosperity. The stocks of the new companies were in constant demand, and kept in the public eye through subtle publicity and lavish advertising. As long as new funds were coming in through stock subscription the picture remained beautiful and the enterprise grew tremendously. At this time the Philadelphia Bookstore was supplying six hundred Tabard Inn Corporation libraries.

Seymour Eaton had his shortcomings but he also had his peculiar strain of business genius. Many of the ideas which he put into effect within his organization receive much attention today as recent and master strokes of modern business. He, for instance, saw the benefits of the vertical corporation. His magazine was published on his own press, his libraries were furnished books from his own book-jobbing agency. He immediately hopped into any business with which the libraries brought contact. Many of the Tabard Inn Libraries were placed in drug stores, hence the Druggist's Specialty Company; he needed furnishings for his extravagantly appointed libraries, so came the Shops and Studios selling art goods and furniture. The Food Shops seem to have been thrown in to complete the assortment. In short, the idea was from soup to books in a $12,500,000 organization floated merrily on high pressure sales and advertising.

Eatons and Ponzis have, as yet, always found an end to the rope. At last, the funds ran out, and receivers were appointed. Mr. Eaton was not to be downed by a slump in which his financial genius had for the moment failed him, but issued many confident statements to the stockholders. He appealed for $100,000, mere trifle, to tide him over "a temporary embarrassment." Even at this point he prolonged the affair for a few months and lost a few more dollars for several people. This was the end of the Booklover's Library, but not the breaking of Seymour Eaton. He took a short turn at insurance, continued with Drexel Institute, wrote for *Outlook, Vanity Fair,* The New York *Times,* and outside the realm of finance was very successful. At the time of his death in 1916, he held a notable place in American journalism.

The Booklover's organizations have passed; but they were the largest and most extensively distributed library systems which the world has seen, and could only be compared to Smith's or Mudie's of England. They served the public so much to its satisfaction that they grew even beyond the hopes of their promoter, which in itself says considerable. Since they have gone, there has been a constant effort to duplicate within reason, the service which they offered. There are several growing concerns in the field today, but they have not yet reached the extent of Seymour Eaton's rental library. There is not the attitude of antagonism on the part of the bookseller and publisher today, toward the circulating library, that existed at the beginning of this century, for they have come to realize that,

The Tabard Inn Library

RULES GOVERNING TABARD INN LIBRARY SERVICE

This Book may be exchanged at any Tabard Inn Library. If exchanged within **seven days** the exchange fee is **five cents.** For each additional day there is a charge of **one cent.** The maximum charge is **25 cents.** If the member desires to discontinue the services temporarily the book should be turned in and a receipt taken for it; otherwise the maximum charge of 25 cents will be made when the service is resumed.

The agent will enter the date when book is taken out

All the latest books for sale in Tabard Inn cases. *No.*_____

·The·Tabard·Inn·Library·

Main Office, 1611 Chestnut Street, Philadelphia

This Tabard Inn label was found in a first edition of Cabell's "Eagle's Shadow," and loaned through the courtesy of M. D. Wechsler of Mex's Book Shop, New York. With the present value of modern American "firsts" the old Tabard Inn copies have become a mine for collectors.

by some method, books are going to be borrowed. Circulating libraries have their place and have been put on a sound financial basis. The issue of the *Publisher's Weekly* of June 22, contains a review of a comprehensive study, by the Society of Bookmen, of the relation of rental libraries to the trade in which the feeling is that benefits are derived from circulation. The Booklover's Library and Seymour Eaton have passed, but while they were with us they gave circulating libraries their greatest push toward popularity — a popularity maintained through sound finances.

THE Publishers' Weekly
The American Book Trade Journal

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EDITORS
R. R. Bowker F. G. Melcher

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July 6, 1929

I HOLD every man a debtor to his profession, from the which, as me nof course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Summer As a Publishing Season

According to the announcements of those publishers whose fall catalogs are already printed, the fall season in the book business will equal or surpass the big spring output. A comparison of late summer and fall lists indicates the tendency of publishers to bring out their important books of fiction in July and August, reserving the autumn months for non-fiction.

Jotting down the titles of "big" novels soon to come makes a list three times as long as a similar one of those coming later. Of course the value of such a comparison is lessened by the fact that *all* fall books are not yet announced, while those of July and August probably are. Soon to be published are novels by Ellen Glasgow, Radclyffe Hall, Maristan Chapman, Owen Johnson, Warwick Deeping, E. Barrington, Joseph C. and Freeman Lincoln, Grace S. Richmond, Kathleen Norris, Peter B. Kyne, Honoré Willsie Morrow, Susan Ertz, Martha Ostenso, Zona Gale and Louis Bromfield. Surely an imposing list!

There seem to be just as many detective and mystery stories in preparation as ever. Most of these, too, are coming out before the fall rush. Detective story fans won't have to wait till autumn for "Hide in the Dark" by Frances Noyes Hart, "The Black Camel" by Earl Derr Biggers, "Partners in Crime" by Agatha Christie and "The Glenlitten Murder" by E. Phillips Oppenheim.

The "game" book craze is progressing nicely, with a new variety soon to be introduced with Payson & Clarke's "Show 'Em Up in Anagrams." There are also many new bridge books, the 13th and 14th Cross Word Puzzle Wooks, the 2nd "Believe It or Not," the 2nd "Baffle Book" and "Tell Your Fortune" by Doris Webster and Mary Alden, scheduled. Also in the amusement line are volumes of drawings by Percy Crosby and Gluyas Williams.

Increased publishing of fine limited editions and well-illustrated books is to be carried on. More and better juveniles appear in the catalogs, notable among them, Walter De La Mare's "Stories from the Bible" and Harry Franck's "Marco Polo, Junior." Oxford University Press is entering this field with an excellent list.

At least two more novels of the war from the point of view of the German soldier are promised, "War" by Ludwig Renn (Dodd, Mead) and "Schlump" (Harcourt, Brace.)

When it comes to biography, the fall lists are almost overwhelming. About the only important biographies to appear during the late summer are "Carry Nation" by Herbert Asbury and "George Washington" by Shelby Little. Rupert Hughes' second volume of George Washington's life is due, too, in the fall. The trend seems to be toward biographies of moderns, though there are lives of the famous in all ages and countries to be had. Dodd, Mead & Co. has a very long announcement of this type of non-fiction, and Farrar & Rinehart have some interesting ones among their first publications.

Tales of true adventure are well represented on the fall lists, which include two books by Lowell Thomas, "Woodfill of the Regulars" and "The Sea Devil's Fo'c'sle," "Squadron of Death: The True Adventures of a Movie Plane-Crasher" by Dick Grace, "Knights of the Air" by Lester J. Maitland, and "The Diary of a Rum-Runner" by Alastair Moray. The tradition of Trader Horn seems to be continued with "Seafaring Adventures of Captain Barnes." (Boni). In "An Arctic Rodeo," Daniel W. Streeter deserts the marvels of Africa for those of the far north. There are to be

many books about books and literature, also a variety of poetry and belles lettres.

There seems to be a falling off of books of popular education, and travel does not seem quite as much in evidence as usual. The travel books that have been announced seem to be about exotic lands rather than the ones nearer at home. Among those noted were "Ends of the Earth" by Roy Chapman Andrews, "White Africans and Black" by Caroline Singer and Cyrus Le-Roy Baldridge, "Carl Akeley's Africa" by Mary L. Jobe Akeley and "Visit India With Me" by Dhan Gopal Mukerji. Returning to the very close at home, there have been a number of books about the Mississippi regions lately and there are two new ones announced for the new season, Lyle Saxon again writing about "Old Louisiana," and "Mississippi" by Ben Lucien Burman.

Though most fiction appeared to be scheduled for late summer, there are some noteworthy exceptions for the regular fall season: "White Oaks of Jalna" by Mazo De La Roche, "The Uncertain Trumpet" by A. S. M. Hutchinson, "Chariot Wheels," by Sylvia Thompson, "Hans Frost" by Hugh Walpole, "Field of Honor" by Donn Byrne, "Hariet Hume" by Rebecca West, "Kept Woman" by Vina Delmar, "Burning Beauty" by Temple Bailey, "The Methodist Faun" by Anne Parrish and "Five and Ten" by Fannie Hurst.

Book Week

THE observance of Book Week this year will begin on November 17th. This is about a week later than the dates usually selected. It has several times been suggested that a date a little nearer Thanksgiving would make it possible for all booksellers to have an even fuller display of their new stock, and this date has been adopted experimentally. It also frees the observance from competition with American Education Week, which started a few years ago and which is of major importance to American schools and therefore should be free from the possible confusion of two observances, in both of which schools take part. The National Association of Book Publishers will gladly cooperate with bookstores planning special observances of Book Week.

The Canadian Convention

THE Canadian Booksellers and Stationers Association convention was held in Toronto on June 19th and 20th. It is reported in this issue by Jessie E. McEwen, secretary of the Association of Canadian Bookmen.

The Canadian booksellers find themselves going through all the stages of the development of the booktrade in any country. Thus the practice of publishers selling direct to the public either at retail or at varying discounts was criticized by W. M. McKay of Toronto, and the failure of publishers to set a scale of uniform discounts to libraries was discussed by Roy Britnell, also of Toronto. Both these speeches were directly responsible for resolutions passed by the convention to correct the practices. Special interest attached to an address on censorship by William Tyrrell who said, in part, that it must be remembered that standards of literary propriety are subject to change. In some cases what is considered proper today was deemed improper at other times. Due allowance must be made for changing standards, but it must be admitted by all that everyone has a capacity for being shocked and is shocked when certain things are presented in books. In depicting an aspect of life, he pointed out, there were two things that were essential, selection and omission.

A communication suggesting the idea of holding a joint convention with the American Booksellers' Association in Toronto, or some other Canadian city, was referred to the incoming executives for early consideration and action. Undoubtedly both the associations would profit from such a combination of efforts and ideas, for the American Booksellers' Association has already had to deal with several of the situations that are now presenting themselves on the Canadian scene, and there must be points that the booksellers north of us could make which would be of real value to us.

Bookmaking Department
on page 71
of this Issue

In the Bookmarket

INCONSISTENCY is often amusing yet the publishers of Julian Street's "Where Paris Dines" find themselves at the moment not particularly amused. New York is not what it is supposed to be in many ways; it is certainly not very dry. And yet *Doubleday Doran* after laboriously collecting some very handsome and rare old wine bottles to make a window display for Mr. Street's book couldn't get a single shop to put them on view. Perhaps the Museum of Natural History would oblige. ✤ ✤ ✤

While Ethel Barrymore waits until New Year's Eve to slip into New York as "Scarlet Sister Mary" Arthur Hopkins is polishing the tag lines for his production of Mrs. Peterkin's "Black April," for which he will use the "Porgy" cast. Oliver Sayler will do the publicity for the dramatization of this first Peterkin book. Both novels were published by *Bobbs-Merrill.* ✤ ✤ ✤ Speaking of "Porgy," Du Bose Heywood's next book, a volume of "shorts," will be published by *Farrar & Rinehart.* And a volume of love stories by Mary Roberts Rinehart answers those who have wondered if the new firm would publish Mrs. Rinehart. These, and other books of fiction, round out their list of which the non-fiction titles (Lizette Woodworth Reese's unconventional autobiography, "A Victorian Village," etc.,) were announced last week. ✤ ✤ ✤

Houghton Mifflin, who have just brought out Havelock Ellis' "Dance of Life" in their new, inexpensive Riverside Library, will publish his "Man and Woman" in the fall. This is announced as standing next in importance to his "Studies in the Psychology of Sex." The same publishers are bringing out a new book by Claude G. Bowers, "The Tragic Era," a study of the dark period of intrigue and corruption which followed Lincoln's assasination. The first printing will be 100,000 copies which means that the subscribers to one of the book clubs will be getting it in the mail one of these autumn days. This department's bet is The Book-of-the-Month Club. ✤ ✤ ✤

Following close on the *Viking Press'* announcement that it would publish Alfred E. Smith's autobiography this fall and that it would be called "Up to Now," the *Oxford University Press* announces that it will soon publish Martin Shaw's informal autobiography and that it will be titled "Up to Now." Whether the *Viking Press* will change its title or not, we've not heard. If it does we hope it will resort to one of the first titles considered, namely "The Name is Smith." ✤ ✤ ✤

Though no publisher has yet announced a novel by Betty Ford one may be heralded at any minute. Miss Ford though only seventeen is working assidously at one, a story about love. She is the child prodigy who could read at the age of three and who at the age of eight had written 100 poems, 75 stories and read 750 books and on the occasion of her graduation from Stanford University last week (the youngest student ever to graduate from Stanford) was the subject of numerous news stories. Miss Ford expects to re-do her novel three times before she returns to the university next fall for a post-graduate course. ✤ ✤ ✤

We mentioned some weeks ago that John Cowper Powys would be represented on *W. W. Norton's* fall list with a volume on "The Meaning of Culture." We neglected to mention that his brothers Llewelyn and Theodore will both have books on the fall lists. Llewelyn's is "The Cradle of God" and will be published by *Harcourt, Brace;* Theodore's is "An Interpretation of Genesis," which will be published by the *Viking Press* in an edition of 350 signed copies as well as in the trade edition. In the meantime *Jonathan Cape* of London is getting ready for the publication of "Wolf Solent" in England. Translations of the book into the German, Danish-Norwegian and the Swedish have also been arranged for, while the Dutch rights are at present being negotiated. ✤ ✤ ✤

Harcourt, Brace has announced a one-volume edition of Count Herman Keyserling's "Travel Diary of a Philosopher" for the autumn.

Canadian Booksellers Meet

Jessie E. McEwen

Secretary of the Association of Canadian Bookmen

THE ninth annual convention of the Canadian Booksellers' and Stationers' Association met in Toronto, June 19 and 20, for a very successful gathering in which trade problems were discussed and addresses delivered. The first afternoon was spent in a round table discussion among the retailers, of the problem of publishers selling to libraries and direct to the public. The library situation was summed up in a splendid paper by Roy Britnell, Toronto bookseller, who gave a complete résumé of the present trends, showing that very few retailers are able to secure library business and that it has really been taken away from them during the past few years, largely because the publishers have failed to set a scale of uniform discounts to libraries, with the result that in the majority of cases the discounts are much too high and there is great variation among various publishers, some giving as much discount to libraries as to the legitimate bookseller. The retailers were not asking, said the speaker, that publishers refrain from selling to libraries or from soliciting business but simply that they scale their discounts so that it will be possible for the retailer to seek the business with some degree of profit, and, at least, be able to compete with the publisher for the business. The practise of publishers selling direct to the public either at retail or at varying discounts, sometimes at wholesale prices, was discussed by W. M. McKay of Toronto. The result of the afternoon session was a resolution embodying three phases of the situation which was prepared to be presented to a conference with the publishers the following morning. It was felt that it would be much more forceful to present one strong resolution concentrating attention upon a few points at issue, rather than a large number of resolutions.

The resolution reads:

Whereas the field of the Retail Book Trade in Canada is unfairly invaded in many directions by practices that have come into existence more through carelessness than actual intention;

Be it resolved that

The Publishers and Jobbers in Canada be requested to agree amongst themselves to maintain discounts to Public Libraries of not more than 20% and to enter into a signed contract to that effect amongst themselves. On their part the members of the Canadian Booksellers' and Stationers' Association hereby agree to adhere to the same limits of discounts to Public Libraries.

Also that

The Canadian Publishers and Jobbers be requested to discontinue the practice of selling to those not actually engaged in retail bookselling, at any discount, and further that they will display in prominent positions near the front of their warehouses signs to the effect that "NO GOODS ARE SOLD AT RETAIL." Also that in all advertising by Publishers and Jobbers the public shall be prominently encouraged to buy from Booksellers.

At an all-morning session with the publishers, Mr. Britnell again read his address regarding libraries and the above resolution was presented to the publishers. The publishers present were unanimous in endorsing, individually, the principle of the resolution but raised objections to the possibility of getting back to the 20% discount scale as far as the libraries were concerned. However, the general opinion seemed to favor the idea that it could be done eventually, and, while no action was taken, the resolution will be considered by the publishers' section of the Board of Trade later at an official meeting.

Lending Libraries and their place in the bookshop were vigorously discussed during the afternoon, and it was agreed that very few failed to make considerable profit. Two points in the practical operation of the library were mentioned, one being the practise of pasting the synopsis of the story on the inside front cover of the book, this having been found to be of assistance to the per-

son using the library, the other suggestion being in answer to the question as to whether it is preferable to place ten copies of a popular novel in the library, or five copies of the popular book and five individual copies of less popular titles. The former plan was unanimously declared to be better, since it was unwise to disappoint customers.

The annual election of officers resulted as follows:

President—Wendell Holmes of London, Ont.

Vice-President—Harry Burton, Montreal, Que.

Secretary-Treasurer—Findlay Weaver, Toronto, Ont.

Executive Committee—Wm. Tyrrell, Toronto, Ont.; A. H. Jarvis, Ottawa, Ont.; A. T. Chapman, Montreal, Que.; Clinton F. Brown, Montreal, Que.; C. H. Nelles, Guelph, Ont.; E. L. Ireland, Owen Sound, Ont.; R. G. Fry, Toronto, Ont.; Fred Cloke, Hamilton, Ont.; Roy Britnell, Toronto, Ont.; J. C. Jaimet, Kitchener, Ont.

The convention was brought to a close on the evening of June 20th with an enthusiastic banquet of retailers and publishers at the Arts and Letters Club. The president, Wendell Holmes, presided over one of the best gatherings of its kind held for some time. The chairman introduced four speakers, S. B. Gundy of Doubleday, Doran and Gundy, Toronto, S. B. Watson of Thos. Nelson and Sons, Toronto, John Morgan of Blackie and Son, Toronto, and Wm. Tyrrell of Wm. Tyrrell and Co., Toronto.

S. B. Gundy addressed the convention on "Book Clubs" and made many pertinent comments upon the present trend toward standardization in America, and the place which book clubs and reading were apparently occupying in the general movement. The paper was a résumé of the present situation, but it did not discuss the effect of the book clubs upon the booksellers nor the Canadian publishers' relation to Canadian Book Clubs. While the paper did not commit the speaker or Canadian publishers generally to any definite approval or disapproval of the club plan of merchandising, Mr. Gundy made it quite clear that he favored the individual selection of books and the development of personal tastes in literature.

The convention came to a close without any action being taken in regard to the clubs, although mention was made of the recent A.B.A. resolutions.

S. B. Watson gave an interesting and humorous address, "On Means of Increasing the Sale of Books By Finding New Uses for Them" and by way of illustration Mr. Watson read extracts from Butler's "Way of All Flesh."

Wm. Tyrrel, in a particularly fine and constructive discussion of the "Problem of Censorship," urged booksellers and publishers to place their business on a very high plane, and to be worthy of their profession at all times. In this connection he felt that they should be steadfast in refusing to distribute literature of a questionable character. The speaker felt strongly that too much present-day literature was unnecessarily vulgar and pandered to low tastes.

Vatican Library

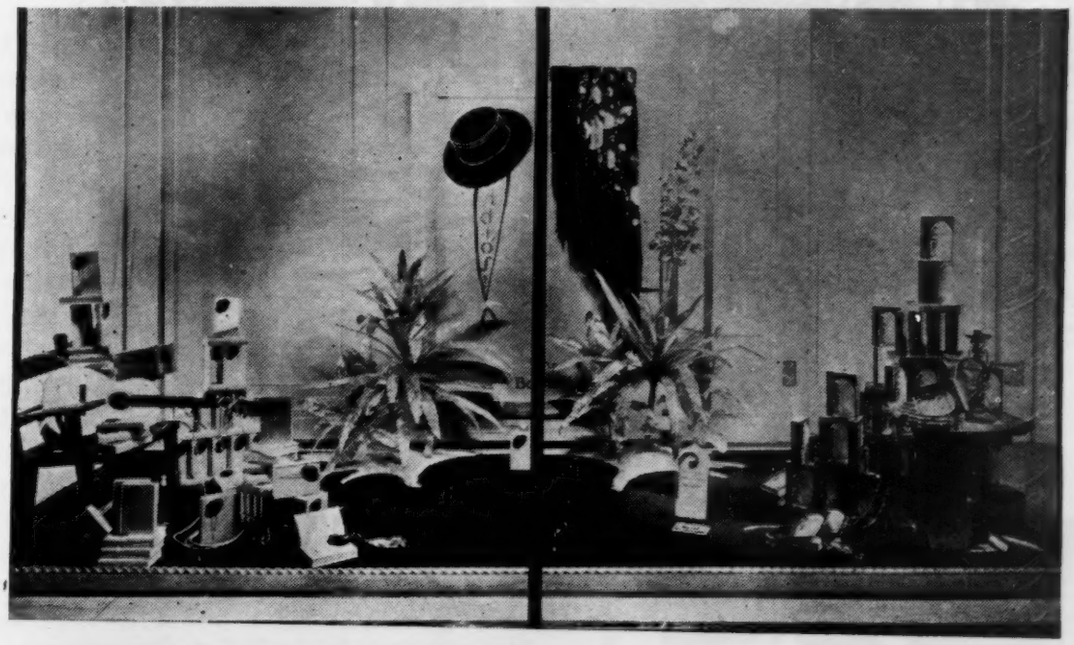
AS a result of their remarkable contract for installation of modern stacks in the Vatican library, Snead & Company have been able to present a booklet, concerning the history and contents of one of the world's greatest libraries, with information that has not been presented before in America.

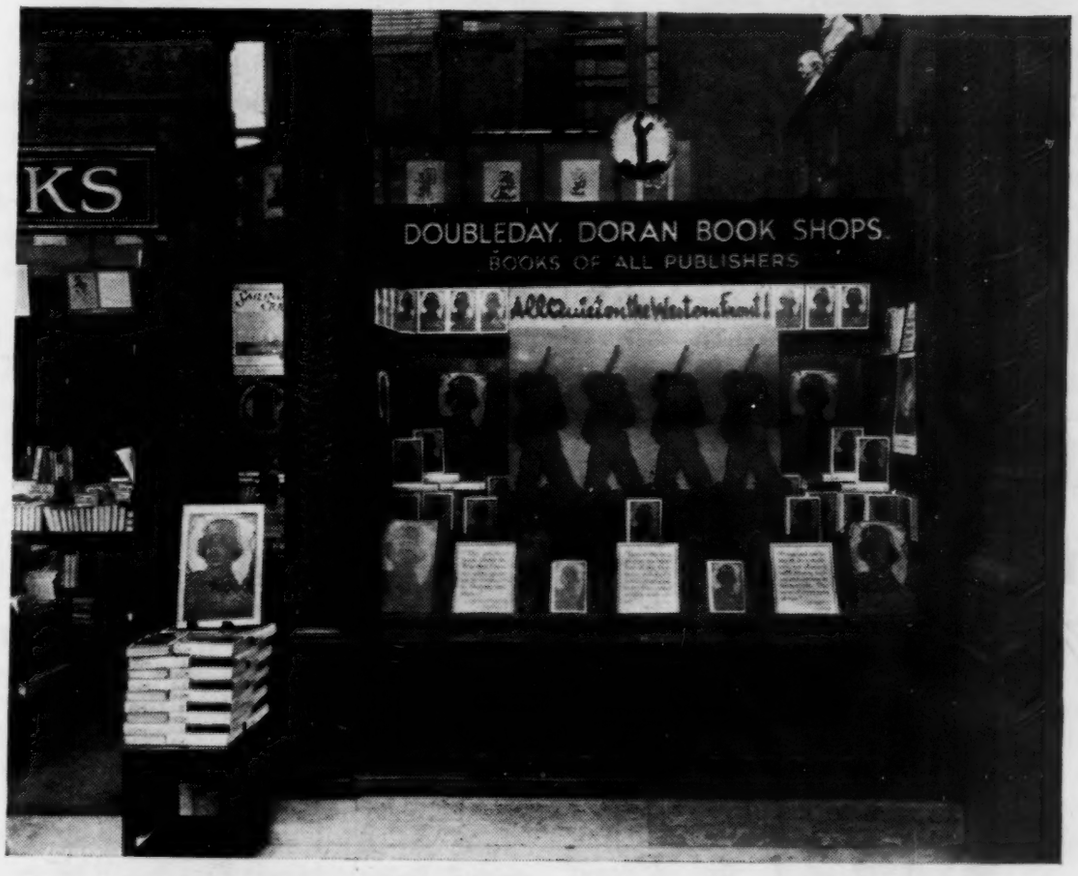
A general reorganization of the library is in process under the personal direction of Pope Pius XI, who before his ascension was for a short time prefect of the Vatican library, and both Monsignor Eugéne Tisserant and Theodore Wesley Koch, who have contributed to this pamphlet have been active in the new project. Their cooperation in producing the valuable booklet was secured by Snead & Company who secured the contract for housing the priceless volumes in modern equipment in spite of the competition of five leading European concerns.

The pamphlet was printed for presentation at the International Library Congress, held at Rome during the last half of June.

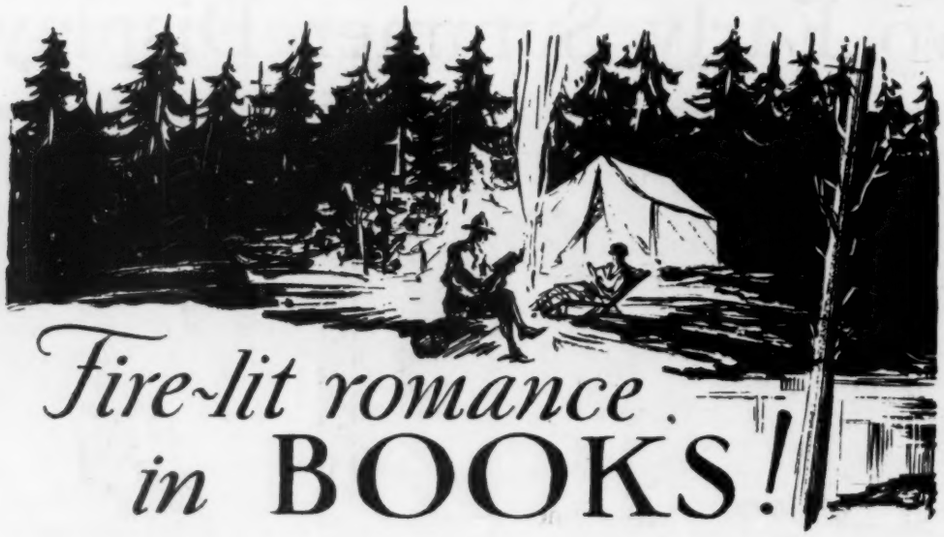
In this issue—The Mid-Year Index—A list of titles of all publishers to be issued in July and August—on page 115.

Two Early Summer Displays





The booktrade of this country has been bounded on the West Coast by the display of the Bartlett's "Adios," (Morrow) in the windows of the J. W. Robinson Company at Los Angeles, shown at the top of this page, and on the East Coast by the display of "All Quiet on the Western Front," (Little, Brown) in the Doubleday, Doran bookshop in the Pennsylvania Station in New York reproduced below. Both of them were admirably simple and direct



Association Activity

The Mat Service

Ellis W. Meyers

THE bookseller's regular customer, the man who comes into his shop periodically to buy books is a comparatively easy person to sell. In the first place, he knows that he wants books, and in the second place, he usually knows why he wants them and the kind of thing that he will like. That person can be sent a catalog of the most formidable proportions, and the chances are that he will go through it carefully because *he is interested* in the general topic itself.

To continue to develop business among a group of interested persons guarantees a more or less standard income with, of course, an increase in the gross sales, due to, perhaps, the increased buying power of each of these individuals. That surplusage, however, is controlled entirely by the individual spending capacity of each of the customers, and, over a period of years, it is almost certain that the increase from one group of this type will be smaller each year.

In order to attain a real growth in volume, it is, therefore, necessary to add new customers to the single bookseller's list. This calls for a different technique on the part of the seller. It is more difficult to sell to a customer who does not recognize the need for your product than it is to increase the sale to one who does. But granting the fact that the former is buying as much as he thinks he can afford, the efforts expended on the latter will, if successful, bring a larger return. This person is not likely to do careful searching in a catalog. If he is not interested in our wares, he is not going to look for some one thing among our merchandise. It is necessary to strike his attention forcibly and quickly.

Newspaper advertising has been credited

with the ability to sell to new customers. Many firms have used it successfully — small retailers and large. But it is costly, because in order to be effective it must be well done, and in order to be well done the advertiser is charged not only for the space he uses, but for art work and a professional knowledge of layout and caption writing. In order to eliminate the latter half of the cost for the individual bookseller, the Association has operated for the past three years a mat service whereby those booksellers who use the newspapers can be supplied with the necessary art work twice a month. A single column mat and a double column mat are sent to subscribers twelve times a year. The drawings and captions are worked out carefully by the advertising department of the Association. They are always timely so that they can be put to immediate use. The service costs the bookseller only $12 for a six-months' period. To procure the drawings alone, it would be necessary for him to spend from $15 to $25 for each. Only one member of the Association in any city gets the same set of mats, and as there are three series in use, there can be no conflict. Some of the ads are shown in this issue. This is another service that the Association gives to its membership and another reason for joining this organization.

Carry BOOKS
For Yourself and your Hosts

For the Student of Publishing

TO the literature of publishing two important and interesting books by A. S. Collins have been added by Dutton, "Authorship in the Days of Johnson, Being A Study of the Relation Between Author, Patron, Publisher and Public, 1726-1780" and "The Profession of Letters, A Study of the Relation of Author to Patron, Publisher and Public, 1780-1832." These two volumes cover the century during which the profession of publishing found its real beginnings.

When the eighteenth century opened, authorship was in a precarious position. During the previous century publishing of all kinds had been controlled by a licensing act so that no book could be printed without the consent of the royal licenser. The object of that act had been to suppress all writings which were undesirable for the interest of Church and State. It also achieved the result of protecting from pirates the authors or proprietors of books. In 1695 that plan was given up, but no efficient statute for the control of literary property was set up until the passage of the copyright bill in 1710. From then on the author had a property to sell, and his relations to the publisher steadily developed while the old plan of support of authorship by patron steadily declined. Then follows in Mr. Collins' excellent narrative the story of the power of the "trade" over authorship, the development of Grub Street, and the personal relations that developed between author and bookseller. "The determining

factor in the rapid progress in the profession of letters," states Mr. Collins, "was the rise of the public which resulted in there being demand for books; the increase in trade led to an increase in the payment of authors, and at the end of the half century Grub Street was no longer the depressing approach for the poor aspirant. Charles Knight in his 'Shadows of the Old Booksellers' estimates that Gibbon's profits in 1777 were some 59% higher than they would have been in 1840."

The whole story of the development of copyright is handled in detail in Chapter 2 of the first volume, especially worth reading at this time when America is going through its long struggle to take its place among the nations which do full justice in protecting the work of its own and foreign authors.

The third section of the book discusses the situation of the patron in the days of royal patronage, political patronage under Walpole, social patronage, patronage among authors themselves, dedications, and the decay of patronage as literature passed to self-sustaining workers in the field.

The second of the two volumes takes up the question of the status of the author when he had come through a half century struggle for better esablishment, analyzing the state of the reading public in 1780 in both London and the provinces, the effect of improved conditions, better roads, etc., the effect of the industrial revolution and the spread of radicalism and free thinking and the growth of popular education, with a subsequent increase of readers, the development of the reading of children, circulating libraries, popular reprints, literary societies, etc. These details throw countless sidelights on the development of publishing and bookselling and in many ways supply the background for better understanding of nineteenth and twentieth century bookselling and publishing. With the coming of the nineteenth century there appear great names in publishing, and a special study is made of the relations between Scott and Constable, throwing light on the whole development of authorship during that period.

The bibliography of books used by Mr. Collins in "The Profession of Letters" will be of help to those who wish to elaborate their study of any period.

Halkett and Laying Revised

THE fifth volume of the new and greatly enlarged edition of Halkett and Laing's "Dictionary of Anonymous and Pseudonymous English Literature" has just come from Oliver & Boyd of Edinburgh, this volume taking the index from Q through S. The revision began three years ago, and its completion is looked forward to as providing one of the important tools for dealers in old and rare books as well as for the bibliographer and librarian. It is only when using reference books of this kind that one realizes how much material is put in print without an author's name attached, sometimes from modesty, sometimes from timidity, but, when the book or pamphlet becomes important in history or in literature, the information as to authorship is difficult to assemble.

It so happens that the booktrade has been provided with two guides to this important field of literature in the last few years, the other being "Anonyma and Pseudonyma" by Stonehill, Block and Stonehill, issued in this country by the R. R. Bowker Co. This takes up each book with great brevity on the theory that with the book in hand and date noted the thing the searcher wishes to know is simply the name of the real author. The entry reads—title, date, the pseudonym, the real author of the book. The whole alphabet is in four compact volumes.

The Halkett & Laing supplies more detailed information and gives the title with the extended subtitle, the author, the size of the book, a public library in which a copy can be found, the place as well as the date of publication. This fifth volume, like the previous ones, is published at thirty-six shillings. The set is only sold by complete subscription.

Complaint Against Advertising

A CURRENT report of the Federal Trade Commission lists a complaint of false and misleading advertising against the Ralston University Press of Meriden, Conn., the advertising which gave the impression that the book sold was of university character, whereas there is no Ralston University at Meriden, Conn.

English Booktrade News

From Our London Correspondent

UNDOUBTEDLY the spring publishing season in England has been one of the best during the past few years. It is the war novel which dominates the present literary situation. There have been a good many stories of the War, but nothing has reached anywhere near the great height of success that has come to "All Quiet on the Western Front" by Erich Maria Remarque. When you come to think of it, it is astonishing that such a grim and ruthless picture as is this Remarque book, should have swept, as it is doing at the present moment, the whole of Europe. Apart, from this notable book the spring of 1929 has been full of interesting publications of all kinds. Once upon a time, there was plenty of leisure in the spring, and practically very little to do in the summer. Then came the fierce business of the autumn. Nowadays, spring seems to be becoming almost as active in the publication of books as the autumn. Why it shouldn't be, heaven only knows, because books are as good to read in the early months of the year as in the later months.

Library Buildings

Librarians are beginning to realise the bad effect which the heavy motor traffic is having upon their buildings. Architects will have to adjust their points of view. The new reference library, for instance, in Manchester, which is shortly to be started, is to be built upon a solid concrete basin. It is hoped that this will protect it, to a large extent anyhow, from the vibration of the traffic.

Booksellers' Annual Conference

The British booksellers are at the present moment busily engaged conferring on many vital matters at Hastings, an English seashore town in the south. The program started a day or two since with a Council meeting. Yesterday there was a civic welcome, the President's address, election of officers for the ensuing year and many other matters. There are to follow, on subsequent days, a joint conference between publishers and booksellers, a reception by the Mayor of Hastings, the usual Annual Dinner, a religious service, more conferences on such matters as a national booktrade pension scheme, book of month clubs, selling books by coupons, etc. Some of the speakers expected at the dinner are Lord Goreu, now a member of the historic publishing house of Murray, Lord Riddell of Newspaper fame, the Archdeacon of Hastings, J. C. Squire, editor of the *London Mercury,* Britten Austin, Frankfort Moore, S. L. Bensusan and Coulson Kernahan.

Irish Books Printed Abroad

The following is reported by the *Newspaper World*: "The Dublin Trades Council have passed a resolution protesting against the action of the Catholic Truth Society in placing orders in Belgium for the printing of some thousands of books intended for use in connection with the Catholic Emancipation Centenary. One printing firm in Dublin was asked to print the books from the plates supplied by the Society and also from paper supplied, but refused to accept these conditions. The cover was printed and the stitching work done in Ireland. The question is being taken up by the Irish Industrial Development Association."

London Library

The following extremely interesting note is taken from the London *Star*. "If The London Library rebuilding program is carried out, the bookstores and building freehold will be worth £140,000. And all this has grown out of Carlyle's fit of irascibility brought on by the absence of any decent place for research work in London. I am always piqued by the Library's solitary lapse from imposing dignity. In the silence, of the reading rooms, in the bookwalled, thick carpeted corridors, one may meet Bernard Shaw, Sir James Barrie, Lord Balfour."

The vending machine for the Copper-Whoppers, One-Cent Stories. Pennies dropped in the slot will bring forth stories by Wells, Mark Twain, Zola and de Maupassant

Reading Matter for a Penny

OUT of St. Louis comes the latest development in the effort to supply people with all the reading matter they want at anybody's price. The enterprise is known as the "Copper Whopper" series. The reading matter consists of short stories printed in booklets of 16 pages in length on newsprint paper size 4½ x 2¾. These booklets are placed in the little red machine into which one drops a penny, turns the knob, and out drops a story. One does not know in advance just which story will be received, but the risk of a penny is small. The first four stories that were printed for the machine were from H. G. Wells, Mark Twain, Emile Zola and Guy de Maupassant. The chief backer of the organization is Flint Garrison, publisher of the *Drygoodsman,* a trade journal. The Copper Whopper plan was invented by Don Calhoun.

It is now a toss-up, when you find yourself with a penny in change from the ticket-office, whether you will read or chew your way to your station.

Net Prices Are Sought in Australia

A PLAN which had been worked out last year by the adoption of the net price system in Australia and New Zealand has not yet been enacted, as, although the Australian booksellers entered into the agreement, the New Zealand booksellers have held aloof, stating that there was a divergence of opinion at their recent annual conference, and agreement could not be reached. The Australian Association has now appealed to the Publishers' Association to put the plan in force for Australia alone, and the Council of the publishers recommends this plan. It is hoped that the agreement may be finally sealed and go into effect January 1st, 1930.

Government Education Courses Asked in Senate Bill

IF Senate Bill 1454 should pass as introduced by Senator Phipps, the Bureau of Education will be called on to set up a correspondence course throughout the army and navy whenever the families of these public servants are stationed at places remote from schools where their children are unable to have the advantages of elementary and secondary education. The act calls for a sum of $125,000 to be spent in the fiscal year ending June 30, 1930, to carry out its purposes.

He Who Decides

HORACE J. DONNELLY, the lawyer who decides what books are mailable, is the subject of an article in the *New Republic* of June 19th. Mr. Donnelly is the one who decrees whether the *American Mercury* with its "Hatrack" story can be put into the mails, or "The Well of Loneliness," or Mrs. Dennett's pamphlet. The law under which he acts dates back to 1865, but Section 211 of the present code was drafted in 1873, when Anthony Comstock campaigned in Washington. Mr. Donnelly is assisted by the postoffice inspectors in various parts of the country, who, as the *New Republic* says, are called upon to take "the preliminary sniffs."

Last year 262 arrests were made and 222 convictions obtained.

A liqueur set which belonged to the First Lady of the Confederacy, interior and exterior views of the house in which she was married to Jefferson Davis, swords and sabres of the Civil War, variously colored paper roses, and dolls, made a background in the window of the Stokes and Stockell Bookshop in Nashville, Tennessee, for a display of Joseph Hergesheimer's "Swords and Roses" (Knopf)

Clubs in England

IN England where the booksellers are meeting at historic Hastings for their annual conclave, the subject of book clubs is up, and David Roy of W. H. Smith & Son, is leading the attack on The Book Society which has been recently started with Hugh Walpole as sponsor.

From the London correspondent of the New York *Times* there is word that: "Hugh Walpole announces that if ever the Book Society has 60,000 members he will retire from the chairmanship of the selection committee, because it seems to him that any selectors choosing a book for this huge membership must be compelled almost entirely to disregard the literary claims of their choice. Moreover, to find every month a book capable of pleasing so heterogeneous a crowd would involve too many commercial considerations. The present membership of the society is understood to be about 3,000 . . ."

The discussions of the English booksellers about the clubs will be reported later.

When Auctions Are Broadcast

IT may be that still another method of exciting public interest in rare books will develop from the suggestion contained in the recent broadcasting of the auction bidding at the Anderson Galleries when $375,000 was paid for an Italian picture, the Columbia Broadcasting System having taken the report of the bids out over the air. The next time a Gutenberg Bible or a "Tamerlane" is up for sale, we may expect this kind of promotion.

Publicity for Small Libraries

THE American Library Association has recently issued another of its valuable pamphlets on public library work. The new title is "Publicity for Small Libraries," and although as the author, Carl L. Cannon, of the New York Public Library, points out, it is not intended to serve as a complete manual of library publicity, it does aid the librarian of the smaller community or city with his publicity problems.

Obituary Notes

EDWARD CARPENTER

EDWARD CARPENTER, poet, author, and pioneer of the Socialist movement in England, died at his home in Surrey, June 28th. He was eighty-five, having been born in Brighton August 29, 1844. After his graduation from Cambridge he was for a time minister in the Protestant Episcopal Church, but he later left the church to work with the cause of Socialism in England. He had visited Walt Whitman and known Ralph Waldo Emerson in America.

His best known writings include "Towards Democracy," "Love's Coming of Age," "The Intermediate Sex," "The Art of Creation," "Days with Walt Whitman," "The Drama of Love and Death," "Pagan and Christian Creeds, Their Origin and Meaning," and "The Psychology of the Poet Shelley."

MARY NEWTON STANARD

MARY NEWTON STANARD, historian and writer, died at her home in Richmond, Va., on June 5. Mrs. Stanard was the author of "The Story of Virginia's First Century," "The Dreamer," "Richmond: Its People and Its Story," and editor of "Edgar Allen Poe's Letters" (*Lippincott*). Mrs. Stanard was famed for her diligence in historical research especially as concerned Virginia history and Virginia families. Mr. Stanard is the editor of the Virginia Historical Society Magazine.

Business Notes

BOSTON.—The Personal Book Shop is located at 64 Charles Street. The new branch under John C. Campbell is selling general stock and operating a circulating library.

CHICAGO.—Frank Rosengren has moved from 611 North State Street to 2430 Orchard Street.

CHICAGO.—The Modern Book Shelf at 2337 Devon Avenue is offering a general stock of books and has included a circulating library. M. O. Lundin is in charge.

DAYTON, O.—Regina Bornstein, late assistant to Miss Jacobus at L. Bamberger's in Newark, has been appointed buyer at Elder & Johnson's.

FORT WAYNE.—The Home Library Service has moved to 222 East Berry Street, and the firm has been changed to the Modern Bookshop.

LAKE PLACID, N. Y.—Louise Bonney's Book Shop has been sold to Alice A. Crouch who can be reached for the present at 81 South Fitzhugh Street, Rochester.

LOS ANGELES.—Hoffman's Stationery and Bookshop at 4017 West Pico Street is offering a general stock of books and operating a circulating library. Josephine Hoffman is in charge.

MINNEAPOLIS.—The Doorway Bookshop in the Hodgson Building at Fourth Street has a circulating library, general stock, and is specializing in business and financial books.

PALATKA, FLA.—The name of the circulating library owned by Mrs. F. C. Cochrane has been changed to Isabelle Cochrane, Library and Gifts.

ROSWELL, N. M.—Eleanor R. Bedell is selling a general stock of books and operating a circulation department in the El Chivato at 423 North Richardson Avenue.

SAN FRANCISCO.—Thomas Nelson & Sons have made arrangements with Harr Wagner Publishing Company, 604 Mission Street, to become a depository for the eight Coast states for their educational departments, both elementary and college. They will also be prepared to fill pick-ups, except for Bible stock, from this point, while Thomas McLaren, as usual, covers the Coast trade.

TORONTO.—W. Tyrrell Co., Limited, has removed to a new store at 74 Kings St. W. in a shop in the new building of the Toronto *Star*. Mr. Tyrrell is one of the leading Canadian bookmen and has been in business nearly forty years.

TRENTON, N. J.—The Handicraft Shop has installed a rental library.

WATERBURY, CONN.—Mercy Boyd's Bookshop moved on June 15th from 80 Linden Street to 131 West Main Street.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

About, Edmond
Le roi des montagnes; ed. by J. Senior. 184p. S (Oxford contemporary French ser.) '29 N. Y., Oxford 70 c.

Alexander, Hartley Burr
Truth and the faith; an interpretation of Christianity. 319p. O [c.'29] N. Y., Holt $3
The author is professor of philosophy in Scripps College.

American cardinal readers, for Catholic parochial schools; bks. 2 and 4. 220p.; 291p. il. (pt. col.) D c. N. Y., Benziger Bros. 91 c.; 98 c.

Ammers-Küller, Jo van
The House of Joy; a story of stage-life in Holland; tr. by H. van Wyhe. 284p. D [c. '29] N. Y., Dutton $2.50
A Dutch girl of aristocratic but impoverished family makes her career as an actress.

Ashby, M. K.
The country school; its practice and problems. 288p. D '29 N. Y., Oxford $2.25

Auslander, Joseph, and Hill, Frank Ernest
The winged horse anthology; educational ed. 700p. D c. Garden City, N. Y., Doubleday, Doran $2.50

Bernard, Charles de
La peau du lion; ed. by R. W. Hartland. 96p. S (Junior French ser.) '29 N. Y., Oxford 50 c.

Bertrand, Louis
The private life of Louis XIV; tr. by Paul Morin. 189p. front. (por.) D (Love lives of the great) c. N. Y., Louis Carrier $2.50
A short history of the loves of Louis XIV, told in narrative form.

Biggers, Earl Derr
The black camel. 312p. D [c.'29] Ind., Bobbs-Merrill $2
Charlie Chan solves a murder mystery involving a group of Hollywood movie stars who are on location in Honolulu.

Black, John D.
Agricultural reform in the United States. 380p. O '29 N. Y., McGraw-Hill $4

Bode, Boyd Henry
Conflicting psychologies of learning. 309p. (bibls.) D [c.'29] Bost., Heath $2
Theories of the learning process in relation to the practical problems of education.

Bradley, Henry Crum
Flying chips [lim. ed.] [verse]. 80p. D c. [Nampa, Idaho, Author] bds. $1.50

Branom, Frederick Kenneth, and Ganey, Helen M.
Geography of our world. 416p. il. maps (pt. col.) diagrs. Q (Social geography ser.) [c.'29] N. Y., W. H. Sadlier $1.88

Bridgman, George B.
Bridgman's handbook of drawing. 64p. il. O '29 Pelham, N. Y., Bridgman $1

Brock, Emma L.
The runaway sardine; il. by the author. no p. il. (col.) obl. D c. N. Y., Knopf bds. $2
A picture-story for children about a sardine who was tired of his home in a tub in the cottage of an old Brittany fisherman and his wife.

Bullett, Gerald William
The history of Egg Pandervil; a pure fiction. 335p. D c. N. Y., Knopf $2.50
The adolescence of an English lad who grows up to be a village shop-keeper.

Badanes, Julie E., and Badanes Saul
A child's number primer; teacher's handbook to accompany pts. 1 and 2. 149p. (bibl.) diagrs. S c. N. Y., Macmillan pap. 80 c.

Baylis, H. A.
Manual of helminthology. 314p. il. '29 N. Y., Wm. Wood $10

Bigger, J. W.
Handbook of bacteriology; 2nd ed. 468p. il. (pt. col.) O '29 N. Y., Wm. Wood $5

Boas, Franz
Keresan texts. 300p. O (Amer. Ethnological Soc. pub'ns, v. 8) '29 N. Y., G. E. Stechert $3

Boyd, William, M.D.
Surgical pathology; 2nd ed. rev. 933p. il. (pt. col.) O '29 Phil., Saunders $11

Bunyan, John
The life and death of Mr. Badman; introd. by Bonamy Dobrée. 291p. T (World's classics, 338) ['29] [N. Y.], Oxford 80 c.

Burkett, Dorothy Louise
Canary birds; a complete guide for their breeding, rearing and treatment in health and disease; rev. ed. 64p. il. (col.) D '29 N. Y., Orange Judd Pub. Co. 80 c.

Califf, Rowena
Pinkey Dew, and other stories. 64p. il. (col.) D [c. '29] Milwaukee, Bruce Pub. Co. 80 c.
Children's fairy tales.

Carleton, Captain George
Memoirs of Captain Carleton; ed. by Cyril Hughes Hartmann. 329p. il. O (Background of hist.) '29 N. Y., Dutton $5
Memoirs of an English officer who served at sea during the Dutch War of 1672 and later was taken prisoner in Spain during Peterborough's celebrated campaign.

Carpenter, Captain Alfred Francis Blakeney
The blocking of Zeebrugge; introd. by Admiral Earl Beatty [cheaper ed.]. 300p. il. maps. diagrs. O '22 c. Bost., Houghton $2.50

Chance, Roger
Until philsophers are kings; a study of the political theory of Plato and Aristotle in relation to the modern state. 306p. front. O '29 N. Y., Oxford $4

Chase, Stuart
Men and machines. 354p. (2p. bibl.) il. D c. N. Y., Macmillan $2.50
Surveying modern man's serfdom to machines and his contacts with them, revealing some startling conclusions, as to what their future relations will be.

Chérau, Gaston
Short stories; ed. by Joseph Brown, jr., and Chapman, Dwight Ingersoll. 199p. il. map S [c. '29] N. Y., Holt $1

Cockerell, Douglas
Some notes on bookbinding. 105p. il. diagrs. D '29 [N. Y.], Oxford bds. $2.50

Cordts, Anna Dorothea
The new path to reading; bk. 1. 196p. il. (col.) D [c. '29] Bost., Ginn 64 c.

Crofts, Freeman Wills
The purple sickle murders; an Inspector French detective story. 284p. D (Harper sealed mystery) c. N. Y., Harper $2
The mystery of three murdered girls—all cinema cashiers.

Cru, Albert L.
La lecture expliquée. 201p. D [c. '29] Newark, N. J., Silver, Burdett $1.52
Short excerpts from French literature to be used in class work for interpretation and criticism.

Cunningham, Louis Arthur
This thing called love. 311p. D [c. '29] N. Y., Louis Carrier $2.50
Spiritual and physical love embodied in the two women who loved Graham Starr.

Curtis, Alice Turner [Mrs. Irving Curtis]
A Yankee girl at the Battle of the Wilderness. 224p. il. D c. Phil., Penn $1.50
An historical story of the Civil War, for children.

Dowdall, Lieutenant Harry G., and Gleason, Joseph H.
Shambattle; how to play with toy soldiers. 135p. il. diagrs. D c. N. Y., Knopf $2
The game of military tactics for boys of all ages.

Duncan, Rudolph L., and Drew, Charles E.
Practical radio telegraphy and telephony. 950p. O '29 N. Y., Wiley $7.50

Dwiggins, William Addison [Hermann Püterchein, pseud.]
Twenty-two printers' marks and seals designed or redrawn [lim. ed.]. no p. il. (pt. col.) O c. N. Y., W. E. Rudge bds. $7.50

Eton, Harold T., ed.
Short stories for study and enjoyment. 570p. (bibls.) diagr. D c. Garden Ciyt, N. Y., Doubleday, Doran $1.20

English, Thomas H., and Pope, Willard B.
What to read. 180p. D c. N. Y., F. S. Crofts $1.10
An annotated list of books from world literature, arranged alphabetically under authors, primarily designed to guide the reading of college students.

Epstein, M., ed.
The statesman's year-book; statistical and historical annual of the states of the world for the year 1929. 1480p. (bibls.) map (col.) D '29 [N. Y.], Macmillan $7.50

Faegre, Marion L., and Anderson, John E.
Child care and training; rev. ed. 280p. (4p. bibl.) il. O c. Minn., Univ. of Minn. Press $2

Clayton, E. Bellis
Physio-therapy in general practice, and for the use of masseuses; 2nd ed. 240p. il. D '29 N. Y., Wm. Wood $5

Clymer, R. Swinburne
The Fraternitatis Rosaecrucis; an attempt to harmonize the spirit of the writings of those who are known to have been Rosicrucians and a comparison of the statements of those recognized as authorities. 245p. (bibl. footnotes) front. (col.) diagrs. O [c. '29] Quakertown, Pa., Philosophical Pub. Co., Beverly Hall $3

Cobaugh, H. B.
Shop drawing for beginners. 32p. O '29 Milwaukee, Bruce Pub. Co. pap. 24 c.

Conybeare, John Josias, and others
Text-book of medicine. 992p. il. O '29 N. Y., Wm. Wood buck. $8

Crooks, Philomene
Sam learns a lesson in safety. 8p. D (lesson plays) c. '29 Minn., Northwestern College of Speech Arts, 2600 Portland Ave. pap. 35 c.

Densmore, Frances
Chippewa customs. 216p. (bibl.) il. maps. diagrs. O (Smithsonian Inst., Bur. of Amer. Ethnology, bull. 46) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. $1.50

Devine, Henry, M.D.
Recent advances in psychiatry. 340p. '29 Phil., Blakiston $3.50

Donhauser, J. Leur, M.D.
A surgical diagnosis. 799p. il. O '29 N. Y., Appleton $10

Ferrero, Guglielmo
The seven vices; tr. by Arthur Livingston and Elisabeth Abbott; 2 v. 352p.; 311p. D [c.'26-'29] N. Y., Harcourt $5
A novel of Rome in the nineties portraying a declining aristocracy and the rise of a class of merchant princes. The plot is based on the trial for murder of a young wife whose predicament becomes a cause célèbre.

Fielding, Henry
The adventures of Joseph Andrews; introd. by L. Rice-Oxley. 406p. T (World's classics, 334) ['29] [N. Y.], Oxford 80 c.

Flanagan, Luke
Insurance in the distribution of wealth. 230p. D '29 N. Y., Author, 41 Park Row $2.50

Flanders, Helen Hartness
Fifteen songs from "Looking out of Jimmie"; music by Heinrich Gebhard; il. by Willy Pogany. 46p. F [c.'29] N. Y., Dutton bds. $2.50

Fuerst, Walter Rene, and Hume, Samuel J.
Twentieth century stage decoration; introd. by Adolphe Appia; 2 v. 387p. il. F '29 N. Y., Knopf $40, bxd.

Gaebelein, Frank Ely
A brief survey of scripture. 90p. D c. N. Y., Pub'n Office "Our Hope" 75 c.

Gancel, J.
Culinary encyclopedia of modern cooking; 7th ed. 536p. '29 N. Y., Author, 282 Northern Ave. $3

Gardiner, Dorothy
English girlhood at school; a study of women's education through twelve centuries. 501p. il. O '29 N. Y., Oxford $6.50

Gates, Henry Leyford
Lipstick; a novel of us and our young sophisticates. 303p. D[c.'29] Newark, N. J., Barse & Co. $2
Love among a jazz-mad crowd at a fashionable beach resort.

Giles, N. B., and Ellis, Dorothy G.
Science of the home. 161p. D '29 N. Y., Wiley $1.50

Green, George Herbert
The terror-dream. 126p. (bibl. footnotes) D '29 N. Y., Dutton $2

Handschin, Charles Hart
First German reader. 280p. il. map D (Crofts' German ser.) c. N. Y., F. S. Crofts $1.50

Harlow, Vincent T., ed.
Voyages of great pioneers; 2 v. 435p. il. maps D '29 N. Y., Oxford $1.25, ea.; 1 v. ed., $2

Herrington, Arthur
The chrysanthemum; its culture for professional growers and amateurs; rev. ed. 166p. il. D '29 N. Y., Orange Judd Pub. Co. $1.10

Hess, John Ambrose
Heine's views on German traits of character. 155p. O '29 N. Y., G. E. Stechert $1.50

Hitchcock, Alfred Marshall
Composition and grammar. 461p. il. (pt. col.) D [c.'29] N. Y., Holt $1.24; notes for teachers, gratis

Hoffman, William Dawson
Santone. 388p. D c. [Chic.], McClurg $2
An action-filled story of the Texas Rangers.

Holbrook, Harold Lyman, and McGregor, A. Laura
Our world of work. 375p. (5p. bibl.) il. D (Guideposts for junior high school years) [c.'29] Bost., Allyn & Bacon $1.40

Jeffreys, Harold
The earth; its origin history and physical constitution; 2nd ed. 355p. (bibl. footnotes) il. diagrs. Q '29 N. Y., Macmillan $6.50

Jones, Idwal
Steel chips. 324p. D c. N. Y., Knopf $2.50
The career of Bram Dartnell, a modern American, from his apprenticeship to his success in the Atlas Iron Works.

Jordan, David Starr, and Kimball, Sarah Louise
Your family tree. 357p. (2p. bibl.) D c. N. Y., Appleton $3
About the scientific aspects of genealogy. A large portion of the book is given over to tracing the descent of prominent Americans.

Jordan, Israel
The thrifty dreamers, and other poems [lim. ed.]. 73p. D c. [Woodfords, Me., Author, Route 5] bds. $2

Kantor, Jacob Robert
An outline of social psychology. 434p. (bibls.) diagr. O '29 Chic., Follett Pub. Co. $2.40

Keenleyside, Hugh Ll.
Canada and the United States; some aspects of the history of the Republic and the Dominion. 459p. (bibl. footnotes) maps. diagrs. D c. N. Y., Knopf $4
A survey of Canadian relations with us.

Foot, Frederick Norman
Baking powder and other leavening agents; rev. ed. 92p. diagrs. S [c.'06, '29] N. Y., Spice Mill Pub. Co., 97 Water St. $2

Friel, Alfred Richard
Chronic otorrhea (zinc ionization treatment). 96p. il. O '29 N. Y., Wm. Wood $2.25

Fritz, J. H. C.
The Christian home; new ed. 30p. T '29 St. Louis, Mo., Concordia Pub. House pap. 6 c.

Globus, Joseph Haim
Neuroanatomy; a laboratory guide; 4th ed., rev. and enl. 114p. il. Q '29 N. Y., P. B. Hoeber bds. $3.50

Haultain, William Francis Theodore, Fahmy, E. C.
Ante-natal care; a practical handbook of ante-natal care and of abnormalities associated with pregnancy. 124p. il. D '29 N. Y., Wm. Wood $2.25

Hippocrates
Genuine works of Hippocrates; reprint of the official Sydenham Society Translation. 766p. O '29 N. Y., Wm. Wood $6

Hodson, Geoffrey
Angels and the new race; foreword by Max Wardall. 29p. D c. '29 Wheaton, Ill., Theosophical Press pap. apply

Ketchum, Irma A., and Rice, Anna Lucy
The land of make-believe. 131p. il. (col.) D [c.'29] Bost., Ginn 80 c.
For the second half of children's first year reading.

Kimball, Arthur Lalanne
A college text-book of physics; 4th ed. rev. by Arthur L. Kimball, jr. 795p. il. diagrs. O [c.'11-'29] N. Y., Holt fab. $3.75

King, Basil
Satan as lighting; a novel. 280p. D c. N. Y., Harper $2
Owen Hesketh's fight for regeneration after he emerges from state's prison and faces life again.

Kinscella, Hazel Gertrude
Kinscella music appreciation readers; bk. 6. 447p. il. (pt. col.) D c. Lincoln, Neb., Univ. Pub. Co. $1.04

Kirk, W. H., and others
Our story reader; first b'k. 132p. il. (col.) D [c.'29] Bost., Ginn 68 c.

Kirkpatrick, Clifford
Religion in human affairs. 498p. D '29 N. Y., Wiley $3.50

Knox, Howard V.
The will to be free; a critique of deterministic theory and a vindication of real alternatives in human purpose. 253p. (bibl. footnotes) O [n. d.] N. Y., Dutton $4

Laubach, Frank Charles
Seven thousand emeralds. 158p. il. map D [c.'29] N. Y., Friendship Press bds. $1; pap., 75 c.
A story history of the Philippines and the mission work there—for young people.

Lee, Cuthbert
Contemporary American portrait painters; illustrating and describing the work of fifty living painters [lim. ed.]. 108p. il. F c. N. Y., W. E. Rudge $15

Leonard, R. J., and others
Survey of higher education for the United Lutheran Church in America; 3 v. various p. (bibl. footnotes) maps. diagrs. O c. N. Y., Teachers College, Columbia Univ. $5

McDougall, William
Modern materialism and emergent evolution. 259p. O '29 N. Y., Van Nostrand $2.75

McNeil, Everett
The shores of adventure, or, Exploring in the New World with Jacques Cartier. 381p. front. (col.) D [c.'29] N. Y., Dutton $2
The hair-raising and romantic adventures of a young French boy who became sword-master in Cartier's fleet on their second trip of exploration of the New World.

Mahan, J. Alexander
Vienna, yesterday and today. 387p. il. S [n. d.] N. Y., Brentano's $2.50
Describing the most important places in the city and characterizing its people.

Miller, Francis Trevelyan
Lindbergh, his story in pictures; anniversary ed. 320p. il. maps. diagr. O c. N. Y., Putnam $2.50
The story of Lindbergh's flight and his life since then told by means of photographs.

Morrow, Mrs. Honoré McCue Willsie
Splendor of God. 382p. D c. N. Y., Morrow $2.50
The life of Adoniram Judson, first Baptist missionary to Burma, told in narrative form.

Moschzisker, Robert von
Stare decisis, res judicata; other legal essays and addresses. 375p. '29 Phil., Cyrus M. Dixon, 1218 Chestnut St. $3.75

Muse, Maude Blanche
An introduction to efficient study habits, according to the laws and principles governing economical learning. 110p. (3p. bibl.) D c. Phil., Saunders $1

Niebuhr, Reinhold
Leaves from the notebook of a tamed cynic. 212p. D c. Chic., Willett, Clark & Colby $2
Reflections upon life by an open-minded young minister.

Nissley, Charles Hebron
Starting early vegetables and flowering plants under glass. 320p. il. diagrs O [c.'29] N. Y., Orange Judd Pub. Co. buck. $3

O'Connor, T. P.
Memoirs of an old Parliamentarian; 2 v. 397p.; 351p. il. O '29 N. Y., Appleton $10
Forty-five years of British politics described by the "Father" of the House of Commons.

Perry, Arthur C., jr., and Eichmann, Andrew Eugene
Inductive grammar. 319p. D [c. 29] N. Y., Scribner 88 c.
A textbook for elementary grades.

King, Clyde L., ed.
Farm relief. 487p. (bibls.) maps. diagrs. O (Annals of the Amer. Academy of Polit. and Social Science; v. 142, no. 231) '29 Phil., Amer. Academy of Political and Social Science pap. apply

Knowlton, Philip Arnold, and Van Liew, C. C.
Introductory geography prepared especially for use in grade 4 (A and B); 2 v. 135p.; 149p. il. (pt. col.) maps Q '29 N. Y., Macmillan 96 c. ea.

Livingston, Alexander
Dental histology. 154p. il. D (Outlines of dental science, v. 10) '29 N. Y., Wm. Wood $2.50

Love, Robert John McNiell
A shorter surgery; practical manual for senior students. 300p. il. O '29 N. Y., Wm. Wood $4

McCullough, Conde Balcom
Economics of highway bridge types. 256p. il. diagrs. O '29 Chic., Gillette Pub. Co., 221 E. 20th St. $5

Macdougall, Ursula Cooke
Stars and groceries; a play in one act. 13p. D c. '29 N. Y., S. French pap. 30 c.

Manson, Patrick
Tropical diseases; 9th ed. by P. H. Manson-Bahr. 941p. il. diagrs. O '29 N. Y., Wm. Wood $11

Morgenstierne, Georg
Report on a linguistic mission to Afganistan. 96p. maps O (Inst. for Comparative Research in Human Culture, ser. C 1-2) '29 Cambridge, Mass., Harvard pap. 70 c.

Niles, Alfred S., and Newell, Joseph S.
Airplane structures. 413p. diagrs. O '29 N. Y., Wiley $5

Ogburn, William F., ed.
Social changes in 1928. 230p. (bibl. footnotes) diagrs. O [c. '29] Chic., Univ. of Chic. Press pap. $1

Powell, J. U., and Barber, E. A., eds.
New chapters in the history of Greek literature; second ser. Some recent discoveries in Greek poetry and prose, chiefly of the fourth century B. C., and later times.
238p. O '29 N. Y., Oxford $5

Proust, Marcel
The captive; tr. by C. K. Scott Moncrieff. 563p. D (Remembrance of things past; pt. 5) c. N. Y., Boni bds. $3
Uniform in style and binding with the other novels in this series, this is the first part to be published in one volume at a popular price.

Reger, Rev. Ambrose
Alias oves habeo; chapters on home-mission work. 215p. D '29 N. Y., F. Pustet $2

Rhoades, John D.
The master purpose of Jesus. 244p. (9p. bibl.) D [c.'29] Phil., Judson Press $1.50

Scott, Temple
Lord Chesterfield and his letters to his sons [lim. ed.]. 46p. Q c. Ind., Meridian B'kshop bds. $5

Selected Austrian short stories; tr. by Marie Busch. 297p. T (World's classics, 337) ['28] [N. Y.], Oxford 80 c.

Shideler, Ernest Hugh
Group life and social problems. 475p. (bibls.) il. maps. diagrs. D [c.'29] N. Y., Holt $1.68
A high school text book.

Sias, Maria, pseud.
Ginger. 317p. D [c.'29] Minn., Midwest Co. $2
The story of a red-headed girl who got into difficulties trying to help other people out of theirs.

Slattery, Bp. Charles Lewis
Following Christ; new ed., enl. 189p. D '29 Bost., Houghton $1.25

Smith, John Thomas
Nollekens and his times; introd. 372p. T (World's classics, 322) ['29] [N. Y.], Oxford 80 c.

Smoot, J. Edward, M.D., comp.
Marshal Ney before and after execution. 460p. (bibl. footnotes) il. O c. Charlotte, N. C., Queen City Pr. Co. $5
A life of Napoleon's marshal in which it is claimed that he was not executed but escaped to this country, where he lived in North Carolina under the name of Peter Stewart Ney.

Struck, F. Theodore
Methods and teaching problems in industrial education. 214p. D (Educational ser.) '29 N. Y., Wiley $2.75

Strzygowski, Josef
Early church art in northern Europe, with special reference to timber construction and decoration. 179p. (bibl. footnotes) il. diagrs. O [n. d.] N. Y., Harper $8

Tanner, Juanita
The intelligent man's guide to marriage and celibacy. 312p. (4p. bibl.) O [c.'29] Ind., Bobbs-Merrill $3.50
Adopting as her pseudonym the name of the daughter of John Tanner in Bernard Shaw's "Man and Superman," the author frankly discusses marriage under modern conditions.

Thucydides
The funeral oration of Pericles; tr. by Thomas Hobbes. 21p. D 29 N. Y., Oxford $1.50

Traver, Amos John
The Christ who is all. 149p. D c. Phil., United Lutheran Pub'n House $1
An inspirational guide for youth in meeting the problems of life.

Van Doren, Mark, and Lapolla, Garibaldi M., eds.
An anthology of world poetry [high school ed.]. 732p. (3p. bibl.) D c. N. Y., Boni $2.40

Wallace, J. N.
The wintering partners on Peace River. 139p. map O c. [Westboro, Ont., Author, Box 325] $2
The early years of the fur trade in the Canadian Peace River region.

Potzger, J. E.
The nightingale of Wittenberg; reformation children's services. 14p. S '29 St. Louis, Mo., Concordia Pub. House pap. 5 c.

Power, H. D'Arcy, M.D., and Hala, William Wendell, M.D.
Principles of pathology. 787p. il. (pt. col.) O '29 N. Y., Appleton $10

Roberts, M. G.
Roberts' federal liabilities of carriers; 2 v.; 2nd ed. by Frances A. Darnieder and William W. Culver. 2300p. O '29 Chic., Callaghan & Co. $25

Saineanu, Lazar
Dictionar universal al Romane (Pure Roumanian dictionary); 5th ed. 876p. D '29 Milwaukee, Caspar, Krueger, Dory Co. pap. $4

Scott, Mrs. Mary Ann Isbell
Genealogy of the Isbell family. 256p. il. O c. '29 St. Louis, Mo., Author, 317 N. Boyle Ave. $10

Sellander, H. W.
New lightning calculator for marine engineers; 4th ed., rev. and enl. 189p. diagrs. S '29 c. '13, '29 San Francisco, King's Bk. Store, 1710 Market St. $3

Six-place tables; with explanatory notes by Edward S. Allen; 3rd ed. 167p. S '29 N. Y., McGraw-Hill flex. $1.50

Smith, L. Raymond
Industrial physics; direct current electricity. 265p. il. D '29 N. Y., McGraw-Hill $2

Stang, Fredrik
Report on the activities of the Institute for Comparative Research in Human Culture in the years 1923-1926. 37p. O (Inst. for Comparative Research in Human Culture, ser. C 1-2) '29 Cambridge, Mass., Harvard pap. 20 c.

Stewart, Irwin, ed.
Radio. 111p. O (Annals of Amer. Academy of Polit. and Soc. Science; sup. to v. 142) [c.'29] Phil., Amer. Academy of Political and Social Science $1.50; pap. $1

Thomas, William S., M.D.
Asthma; its diagnosis and treatment. 219p. (bibl.) il. (pt. col.) O '29 N. Y., P. B. Hoeber $7.50

Waddington, Joseph Edward George
Practical index to electro and photo therapy; 3rd ed. rev. and enl. 411p. (10p. bibl.) il. diagrs. D '29 Detroit, Mich., A. M. Margraf & Co., 110 Atkinson Ave. flex. $7.50

Wardle, Robert A.
Problems of applied entomology. 587p. (bibl.) il. O '29 N. Y., McGraw-Hill $6

Watts, Ralph Levi
Vegetable forcing; rev. ed. 452p. il. D '29 N. Y., Orange Judd Pub. Co. $3

Woodford, Jack
Evangelical cockroach. 324p. O c. N. Y., Louis Carrier $2.50
Short narratives that treat modern life in satirical style.

Wright, Ernest Wright
The meaning of Rousseau. 174p. O '29 N. Y., Oxford $3

Wright, J. C., and Allen, C. R.
Efficiency in vocational education. 443p. O '29 N. Y., Wiley $3

Wyss, J. R.
Le Robinson suisse; ed. by Russell Scott. 96p. S (Junior French ser.) '29 N. Y., Oxford 50 c.

Yankwich, Leon R.
Essays in the law of libel. '29 Los Angeles, Parker, Stone & Baird Co., 241 E. 4th St. $4.75

Young, John L.
Books from the ms. to the bookseller. 131p. il. diagrs. D (Common commodities and industries) '29 N. Y., Pitman $1
The mechanics of book publishing according to the English practice.

Title Index to the "Weekly Record"

Does not include the material listed in smaller type

Adventures of Joseph Andrews, The. Fielding, H. 80 c. *Oxford*
Agricultural reform in the United States. Black, J. D. $4 *McGraw-Hill*
Alias oves habeo. Reger, A. $2 *F. Pustet*
American cardinal readers; bks. 2 and 4. 91 c.; 98 c. *Benziger Bros.*
Anthology of world poetry, An. Van Doren, M. $2.40 *Boni*
Black camel, The. Biggers, E. D. $2 *Bobbs-Merrill*
Blocking of Zeebrugge, The. Carpenter, A. F. B. $2.50 *Houghton*
Books from the ms. to the bookseller. Young, J. L. $1 *Pitman*
Bridgman's handbook of drawing. $1 *Bridgman*
Brief survey of scripture, A. Gaebelein, F. E. 75 c. *Pub'n Office "Our Hope"*
Canada and the United States. Keenleyside, H. Ll. $4. *Knopf*
Canary birds. Burkett, D. L. 80 c. *Orange Judd Pub. Co.*
Captive, The. Proust, M. $3 *Boni*
Chesterfiefild (Lord) and his letters to his son. Scott, T. $5 *Meridian B'kshop*
Child care and training. Faegre, M. L. $2 *Univ. of Minn. Press*
Christ who is all, The. Traver, A. J. $1 *United Lutheran Pub'n House*
Chrysanthemum, The. Herrington, A. $1.10 *Orange Judd Pub. Co.*
College text-book of physics, A. Kimball, A. L. $3.75 *Holt*
Composition and grammar. Hitchcock, A. M. $1.24 *Holt*
Conflicting psychologies of learning. Bode, B. H. $2 *Heath*
Contemporary American portrait painters. Lee, C. $15 *W. E. Rudge*
Country school, The. Ashby, M. K. $2.25 *Oxford*
Culinary encyclopedia of modern cooking. $3 *J. Gancel*
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Geography of our world. Branom, F. K. $1.88 *W. H. Sadlier*
Ginger, Sias, M. $2 *Midwest Co.*
Group life and social problems. Shideler, E. H. $1.68 *Holt*
Heine's views on German traits of character. Hess, J. A. $1.50 *G. E. Stechert*
History of Egg Pandervil, The. Bullett, G. W. $2.50 *Knopf*
House of Joy, The. Ammers-Küller, J. van. $2.50 *Dutton*
Inductive grammar. Perry, A. C. 88 c. *Scribner*
Intelligent man's guide to marriage and celibacy, The. Tanner, J. $3.50 *Bobbs-Merrill*
Insurance in the distribution of wealth. $2.50 *Luke Flanagan*
Introduction to efficient study habits, An. Muse, M. B. $1 *Saunders*
Kinscella music appreciation. Kinscella, H. G. $1.04 *Univ. Pub. Co.*
Land of make-believe, The. Ketchum, I. A. 80 c. *Ginn*
Leaves from the notebook of a tamed cynic. Niebuhr, R. $2 *Willett, Clark & Colby*
Lecture expliquée, La. Cru, A. L. $1.52 *Silver, Burdett*
Life and death of Mr. Badman, The. Bunyan, J. 80 c. *Oxford*

Lindbergh, his story in pictures. Miller, F. T. $2.50 *Putnam*
Lipstick. Gates, H. L. $2 *Barse & Co.*
Master purpose of Jesus, The. Rhoades, J. D. $1.50 *Judson Press*
Meaning of Rousseau, The. Wright, E. W. $3 *Oxford*
Memoirs of Captain Carleton. Carleton, G. $5 *Dutton*
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Outline of social psychology, An. Kantor, J. R. $2.40 *Follett Pub. Co.*
Peau du lion, La. Bernard, C. de. 50 c. *Oxford*
Pinkey Dew, and other stories. Califf, R. 80 c. *Bruce Pub. Co.*
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Roi des montagnes, Le. About, E. 70 c. *Oxford*
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Santone. Hoffman, W. D. $2 *McClurg*
Satan as lightning. King, B. $2 *Harper*
Science of the home. Giles, N. B. $1.50 *Wiley*
Selected Austrian short stories. 80 c. *Oxford*
Seven thousand emeralds. Laubach, F. C. $1; 75 c. *Friendship Press*
Seven vices, The. Ferrero, G. $5 *Harcourt*
Shambattle. Dowdall, H. G. $2 *Knopf*
Shores of adventure, The. McNeil, E. $2 *Dutton*
Short stories. Cherau, G. $1 *Holt*
Short stories for study and enjoyment. Eaton, H. T. $1.20 *Doubleday, Doran*
Some notes on bookbinding. Cockerell, D. $2.50 *Oxford*
Splendor of God. Morrow, H. M. W. $2.50 *Morrow*
Stare decisis, res judicata. Moschzisker, R. von. $3.75 *Cyrus M. Dixon*
Starting early vegetables. Nissley, C. H. $3 *Orange Judd Pub. Co.*
Statesman's year-book, The. Epstein, M. $7.50 *Macmillan*
Steel chips. Jones, I. $2.50 *Knopf*
Survey of higher education for the United Lutheran Church in America. Leonard, R. J. $5 *Teachers College, Columbia Univ.*
Terror-dream, The. Green, G. H. $2 *Dutton*
This thing called love. Cunningham, L. A. $2.50 *Louis Carrier*
Thrifty dreamers, The. $2 *Israel Jordan*
Truth and the faith. Alexander, H. B. $3 *Holt*
Twentieth century stage decoration. Fuerst, W. R. $40 *Knopf*
Twenty-two printers' marks. Dwiggins, W. A. $7.50 *W. E. Rudge*
Until philosophers are kings. Chance, R. $4 *Oxford*
Vegetable forcing. Watts, R. L. $3 *Orange Judd Pub. Co.*
Vienna, yesterday and today. Mahan, J. A. $2.50 *Brentano's*
Voyages of great pioneers; 2 v. Harlow, V. T. $1.25 ea; 1 v. ed. $2 *Oxford*
What to read. English, T. H. $1.10 *F. S. Crofts*
Will to be free, The. Knox, H. V. $4 *Dutton*
Winged horse anthology, The. Auslander, J. $2.50 *Doubleday, Doran*
Wintering partners on Peace River, The. $2 *J. N. Wallace*
Yankee girl at the Battle of the Wilderness, A. Curtis, A. T. $1.50 *Penn*
Your family tree. Jordan, D. S. $3 *Appleton*

Old and Rare Books

Frederick M. Hopkins

RARE Americana from the library of Sutton's Hospital Charterhouse, London, sold last week at auction brought high prices. A copy of the second issue of the first edition of Hubbard's "A Narrative of the Troubles with the Indians in New England," published in Boston, in 1677, with a folding woodcut map, said to be the first map engraved in America, brought £490. Another volume, published in Amsterdam in 1612, and containing the first printed account of Hudson's discoveries, fetched £350. Peter Martyr's "The Decades of the Newe Worlde, or West India," published in 1555, realized £360. Roger Williams's "A Key into the Language of America," dated 1643, sold for £180. The books formed part of the library of Daniel Wray, 1701-1783, trustee of the British Museum, and one of several to whom the authorship of the "Letters of Junius" was ascribed.

WE HAVE already referred to the high prices which Dickensiana brought at Sotheby's in London on June 3. A further examination of a priced catalog discloses excellent prices for many eighteenth century items, among them Gray's "Elegy," 1751, first issue, which brought £1,340; a set of Defoe's "Robinson Crusoe," 1719-20, 3 vols., in modern binding by Bedford, £1,100; Smollett's "Roderick Random." 1748, £220; Fielding's "Joseph Andrews," 1742, £235; Richardson's "Clarissa," 1748-51, £70; Gay's "Fables," 1728-38, £60; Goldsmith's "Traveller," 1765, £60; "The Deserted Village," 1770, £68; and "Retaliation," 1774, £400. One of the surprises among the nineteenth century first editions was the record price of £690 paid for a first edition of Charlotte Brontë's "Jane Eyre," 1847, with 32 pages of advertisements and in the original cloth.

AT a sale a few days ago at Hodgson's, in London, a copy of Fitzgerald's translation of "The Rubáiyát of Omar Khayyám," first edition published in 1859, in the original buff wrapper uncut as issued for a shilling, and for which the consignor paid £7 about thirty years ago, realized £1,410; a copy of Keats's "Endymion," 1818, in the original boards and mostly unopened, £760; Boswell's "Life of Dr. Johnson," 1751, in the original boards, uncut, £880; and Goldsmith's "Vicar of Wakefield," 1766, £675; and Hardy's "Tess of the D'Urberville's," 1891, in the original light brown cloth, £265.

MODERN first editions brought good prices at Christie's in London last week. A. J. Scheuer, of this city, paid $1,020 for a first edition of John Galsworthy's "Jocelyn," published in 1898; and the same purchaser paid $730 for Bernard Shaw's "Widowers' Houses," printed in 1893. Gabriel Wells paid $1,485 for a first edition of Oscar Wilde's "Salome," 1893, inscribed "George Bernard Shaw, with the author's compliments, February, 1893," which in May of the same year was presented by Shaw to Bertha Newcombe.

GALSWORTHY collectors, who seem to be rapidly increasing in numbers on both sides of the Atlantic, will be interested to hear that a complementary volume to Marrot's excellent "Bibliography," will be printed here this fall. The new book is being prepared by Captain Louis Henry Cohn, who has assembled a mass of unrecorded material. It will be called "Galsworthyana" which implies not another bibliography, but additional and corrective data to the earlier work, with suggestive and challenging notes on certain literary aspects of the books themselves. The edi-

tion will be limited to 500 copies for England and America.

THE New York Historical Society, 70 Central Park West, New York, is preparing for publication the manuscript diaries of William Dunlap (1766-1839), painter, art critic, dramatist, theatrical manager, biographer, novelist and historian. The only diaries known, seven in the library of Yale University and four owned by the Historical Society, contain Dunlap's entries for 1786, 1797-98, 1806-8, 1819-22, and 1832-34. Most of the volumes are uniform, small, bound in brown leather, with "Memoirs" stamped in gold on a red oval on the shelf backs. The New York Historical Society would appreciate information about any other of Dunlap's diaries which may still exist, as it is evident from the numbering of the books known to be in existence that he made regular diary entries throughout his life and carefully preserved the volumes.

ARNOLD BENNETT, who has been writing for the London *Standard* on bookcollecting, is of the opinion that 1929 will be spoken of as the year in which first editions could be "picked up for a song." Mr. Bennett says he is in favor of anything that helps to foster an interest in literature. "Hence I regard," he says, "with benevolence the entire race of collectors of books and manuscripts. Were I a member of a jury at the trial I would acquit even a book-thief who had stolen a first edition of "Desperate Remidies"—not because I did not think him a rascal, but because the immense pother due to his heroical transgression would attract the attention of the multitude to the existence of a first rate author."

THE current issue of *The Literary,* organ of the British Bibliographical Society, is an interesting number. R. Compton Rhodes discusses "Some Aspects of Sheridan Bibliography"; Edwin Eliott Willoughby presents evidence of an interruption in the printing of the First Folio of Shakespeare between pages 24 and 25 of the Histories, at the end of quire by the second page of "Richard II." Peter Alexander writes on "Troilus and Cressida, 1609"; R. E. Brettle on "Eastward Ho, 1605"; and J. A. Fort contributes a further note on Shakespeare's Sonnets. In addition there are reviews of several bibliographical works.

THE Edgar Allan Poe Society, 640 Fort Washington Avenue, New York, in an announcement to publishers, states that it will greatly appreciate being informed about publications of and relating to Edgar Allan Poe. The society was founded by Mrs. Alberta Gallatin Childe, who is now its president. Edwin Markham, the poet, is a member of the advisory board.

THE original manuscript of Sir James Barrie's first published article, entitled "Recollections of a Schoolmaster," written in a crude school boy manner with much misspelling, was sold at Sotheby's in London, last week, to Walter T. Spencer, rare book dealer, for £510. Bernard Shaw's famous letter to his friend, Packenham Beatty, condemning a book Beatty had written, was bought by Gabriel Wells of this city for £140. Autographic prices were comparatively high, and much of the material sold, it is said, will come to America.

THE discovery of valuable records and family papers of Betty Washington Lewis, only sister of George Washington, has been announced by Professor Albert Bushnell Hart, of Harvard, historian and member of the Commission for the Celebration of the 200th Anniversary of George Washington's Birthday. The discovery was made early this year by a great-granddaughter of Betty Washington, but Professor Hart has only just given the papers a careful examination. What he regards as important discoveries includes an account book dated 1796, which is one of the only two documents in existence bearing the signature of Betty Washington, and is the only record of Mill Brook, the plantation on which she and her family lived in Fredericksburg, of which the present Kenmore was the mansion. In the account in Betty Washington's handwriting is written: "Betty Lewis—Mill Brook—2nd April, 1796. Remember me when this you see." The first page bears this inscription: "Account of toll grains received at Mill Brook Mill commencing

the 2nd day of November, 1795." Then follows the record of the amount of wheat, corn, rye, buckwheat and other grains received in the two years that followed, and entries of receipts and deliveries. A list headed "Mrs. B. Lewis's Negroes," gives the names and ages of 27 slaves owned by Betty Washington in 1782.

THE June issue of Goodspeed's Catalog, No. 184, "A wide Selection of Autographs, including a number of early American items as well as many fine manuscripts and letters of authors, musicians, poets, statesmen, and others," contains 459 carefully-selected items, followed by a long list of signatures. The long excerpts from the letters add greatly to the interest of the catalog and are a great help to the collector in making selections. A manuscript of Smith's "America" contains the rare fifth stanza is priced at $100; a D. S. by Stephen Day, September 4, 1667, the first printer in the English Colonies, $500; an A. L. S. by Beethoven, 1p., seeking a supply of quill pens, $300; a L. S. of Warren G. Harding, January, 1922, $60; a D. S. by Abraham Lincoln, 1 p., 1864, $100; a group of 14 A. L. S. by Dante G. Rossetti, dating from 1868 to 1871, $650; a L. S. of Zachary Taylor, 1 p., 1848, $90; an A. L. S. of Thackeray, 1 p., n. d., $90; and a D. S. by Gen. James Wolfe, British general killed at Quebec, 2 pp., 1756, a muster roll, $200. There are many desirable letters at very moderate prices. The catalog is well worth carefully preserving for its typographical excellence.

DOUGLAS C. McMURTRIE has published the first American Paper Trade Agreement discovered in the American Antiquarian Society Library at Worcester. In the spring of 1795 the paper manufacturers of Massachusetts began to realize that the prices paid for rags and other raw materials were out of line with the prices they received for paper. Owners of a number of paper mills met at Boston and as a result of two days deliberation adopted resolutions fixing prices and other trade conditions. Mr. McMurtrie has published for the first time the minutes of this conference, preserved among the Isaiah Thomas Papers. It appears, however, by a letter here reproduced, that Thomas, who had a paper mill of his own, was not a party to this trade agreement. The report of this one conference appears to be all that is known of this trade paper association, and there is nothing to indicate that Isaiah Thomas ever became a member.

PROFESSOR WALTER EDWIN PECK, Hunter College of the City of New York, is editing a new definitive edition of "The Complete Works of John Keats, in Verse and Prose." He desires to get in communication with collectors, librarians, or any one, who may have in their possession manuscripts, or letters by or relating to Keats. It is his hope to make this edition a complete variorum edition of the writings of the poet Keats.

THE music library of Edwin A. Fleisher, one of the largest and most valuable in the world, is to become the permanent property of the Free Library of Philadelphia, where it is now on exhibition. The collection includes many unique printings which are priceless because of their rarity. At present many great musicians throughout the country turn to the Fleisher collection for scores that are unobtainable elsewhere. Dr. Leopold Stokowski has played from the Fleisher collection scores which were not in the library of the Philadelphia Orchestra, itself one of great size. The collection has been appraised at $500,000.

Catalogs Received

Beautiful Cosway bindings in the finest levant morocco, tooled after original designs with miniatures on ivory by Miss Currie the famous copyist. (No. 815.) Henry Sotheran, Ltd., 43, Piccadilly, London, W. 1, England.

Books relating to prints and print makers. (Items 143.) Goodspeed's Bookshop, 7 Ashburton Place, Boston, Mass.

Californiana et ali-ana. Bret-Mark Book Mart, 2079 Sutter St., San Francisco, Cal.

The Far East, its history, literature and arts. (No. 516; Items 796.) Francis Edwards, Ltd., 83, High St., Marylebone, London, W. 1, England.

Histoire, sciences, politiques. (Items 300.) Leo S. Olschki, Quai du Mont-Blanc, 19, Geneva, Switzerland.

Modern first editions and rare books. The Walden Book Shops, Inc., 410 North Michigan Ave., 311 Plymouth Court, Chicago, Ill.

Remainders and overstocks. (No. 48; Items 234.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Selection from the library of William Hone, together with a small modern library. (Items 105.) Export Book Co., 3 Havelock Terrace, Preston, Lancashire, England.

Standard and curious books. Dauber & Pine Book Shops, Inc., 66 Fifth Ave., New York City.

BOOKMAKING

A Monthly Department

Practical Paper Tests for Printers

George French

THERE are three materials going into printed matter which are of first importance, either one taking precedence of the other two according to circumstances, and the degree of skill possessed by the printer. They are: Paper, Type and Ink—in the order named. Yet, whatever may be the opinion of the printer or how great his desire to use what he may have in stock, it is the paper which should be thought of first, after the general character of the job in prospect has been considered.

The printer wishes to be assured that the paper he selects is not only adapted to the work in hand but also is in substance and finish what it is represented to be. How is he to ascertain this? He ought to know how to make the necessary tests, and have the simple requisites for doing so. That is to say, he should provide himself with materials for a few primary tests.

There are various machines for the testing of paper itself, and chemical processes which offer the large printer opportunity to test, or have tested, paper he has to use for important jobs. It is quite possible for such large printers to fit out small laboratories, which can be operated by a printing superintendent or an office clerk, at an expense, all told, of less than the cost of a good flat press; including a bursting machine, a tensile machine, a tearing machine, a folding machine, a tintometer, and a variety of chemicals, with utensils, and other fittings.

For the printer not wishing to go so extensively into the matter of testing the paper, there are a few simple suggestions to follow. The object of tests is to determine the fitness of paper for any specific use—for stationery, books, booklets, advertising matter, professional blanks, bonds, stocks, maps, records, or anything the printer is called upon to make.

Some jobs are for immediate use, and in their case durability is not so important, whilst others are for preservation or continued use, and should be printed upon paper of a more or less permanent character. Paper used must also be adapted to the reproduction of photographs, paintings, drawings or other graphs. Usually, printing paper should have a surface adapted to receive the impression from type. Often it does not need to be very strong, or bear much sizing. It should, however, be free of acid, alkali, or chlorine, in the better grades, those above newsprint, and without uncooked wood or ligneous matter. The sheet should be opaque.

The Apparatus Needed

For the smaller outfit for testing paper, which would give the printer practical assurance of the basic qualities of the paper he intends to pass on to his customers, it is necessary to have the following articles, and, it may be said, as many more along these lines as he is able to buy and efficiently make use of. A pair of scales or balances; a dial micrometer gauge; apparatus for testing the bursting, tensile, stretching, and folding strength; a water boiler; several glass beakers; a small bottle of nitric acid; red litmus; solution of congo red; silver nitrate; solution made of

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Visitors to Hugo

by

ALICE·GRANT·ROSMAN

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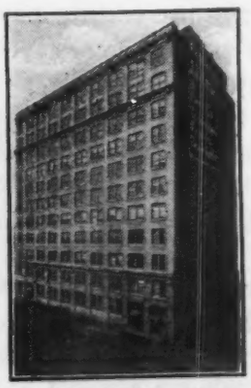

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three or four crystals of potassium iodide in an ounce of distilled water to which is added one or two crystals of iodine; a bottle of solution formed of phloroglucine, 4 grammes, 95 per cent. alcohol, 100 c.c., conc. hydrochloric acid 50 c.c.

To test for lignified matter, such as groundwood, resin, etc., wet the paper with a drop of the last-mentioned solution and allow it to soak into the paper. If the paper is free of lignified matter the color will not change; if it contains that matter it will turn a light pink to deep red, according to the amount present.

To detect the presence of acid, alkali, chlorine, or starch, tear a piece of the paper in shreds and boil for several minutes in a beaker with just enough distilled water to cover. Cool the liquor and pour into four different beakers.

Into one glass place one or two drops of congo red. If the liquor turns blue it indicates the presence of acid. Into the second beaker dip red litmus paper, and if it turns blue there is alkali in the paper. To the third glass add three drops of nitric acid and three crystals of silver nitrate, and if there is chlorine in the paper there will form a white precipitate. To the fourth glass add a drop of the iodide-iodine solution, and the contents will turn blue if starch is in the paper.

General Tests

For durability, tear a sheet in halves. Put one half in a dark drawer and the other in sunlight. After two weeks compare the color and test for strength.

To test the sizing, touch the paper to the tongue and note if the moisture is quickly absorbed or remains on the surface; or make a wide line on the paper with pen and ink, and when the ink is dry examine the edge of the line and the reverse side of the paper to note if the edges of the line are sharp or if the ink soaks through.

To detect filler in paper, burn a piece, carefully saving and weighing the ash. One or two per cent. of ash indicates a residue of filler. If the printer is expert enough he may get a fairly good idea of residue by rubbing the ash between his fingers.

To detect dirt, hold the sheet before a light and mark each spot; count the spots and compare the number with a standard sample of same grade and size.

To judge of the formation of a sheet hold it to the light and look through it; or tear it both ways of the sheet. If properly made the sheet will tear evenly, and will not look blotchly.

To judge if a sheet will "fuzz" in printing, rub it with the coat sleeve and look across it toward the light. If it is "fuzzy" the fibres will plainly be seen standing on the surface. (This test is not infallible. There are papers that are difficult to print, on account of the "fuzz," but which endure this test successfully.)

Finding the Grain

To determine the way of the "grain" of a sheet of paper, or what is more correctly termed its "machine-direction," cut a circle of the paper some three or four inches in diameter, first marking it in pencil with a short line parallel with one of the sides of the sheet, and lay the sheet on the surface of a dish of water. It will curl *with* the mark that has been made, or in the opposite way. The curl indicates the machine-direction of the sheet, and, compared with the pencil mark, will show whether the "grain" of the sheet is with its length or with its width.

The reason for calling this characteristic of paper "machine-direction" is that a large proportion of the fibres in pulp are left lying in the direction of the flow of pulp through the papermaking machine, and "grain" means the direction of the majority of fibres in the sheet. Usually, tearing a piece of paper both ways will show how the fibres lie.

The strength of a sheet of paper may be tested by machines recording bursting, tensile, tearing, folding and stretching qualities. If the printer has not these machines, and is particular about any given lot of paper, it is better that he consult a laboratory for exact information. This applies to all other processes of testing. There are laboratories in most cities as well as in many large towns.

To judge the opacity of paper, lay two sheets over printed matter and note through which the type can more plainly be seen.

To judge of the finish, look across the surface of a sheet, held level with the eyes, toward a window or other light.

To find the thickness of a sheet, and so

estimate its "bulking" qualities, fold it twice and measure it in the micrometer gauge.

Controlling Factors

Paper faults on the press are not always due to faults in the making. Humidity, temperature, light, and so forth, have much to do with it, and these are conditions controlled by the printer. It is necessary to give them practical consideration. Not every printer is able to control them perfectly, but every printer fits his quarters for his business at some time or other, and when he does so one of his primary thoughts should be to see to it that he has proper storage room.

I am not able to resist the temptation to suggest to papermakers that, in addition to the great amount of service they now give to printers, they also furnish, with each case or bundle of paper, a sheet of printed specifications stating exactly the composition of the paper, its machine-direction, its finish, and how it should be treated in handling and storage.

If this were attractively printed, it would get to the attention of the printer, and, if nothing else, would throw upon him the onus of taking care of the paper.

The Details of Bookmaking

David S. Beasley

President of the University Society

IV

A General Reminder and Some Final Suggestions for the Manufacturing Man

An arbitrator of printing disputes once said that 90% of the troubles which came before him could have been avoided and the misunderstandings obviated if all orders had been given in writing. Therefore, give orders in writing as far as practical and promptly confirm all verbal orders.

Printing and paper orders should be placed at the same time. Keep in constant touch with the mill and learn the date that it expects to make the first shipment and then advise the printer of the probable date of delivery.

Are there any plate repairs or changes to be made? If so get a rough estimate of the repairs before ordering.

Before placing the order for presswork have a definite agreement with the printer as to the number of presses he will assign to the work and the approximate time he will require to complete the printing. Start presswork and get sample of the first sheet on press. Look it over carefully and see that the imposition is not unusual. Sometimes a binder will specify an imposition for an old style folding machine and should a controversy arise, and you decide to take the sheets away, you may find it impossible to do so because of your inability to find another binder with a machine that will take this imposition.

IMPORTANT: Be sure to measure margins. See that they are exactly as specified. If the first form is found to be O.K., the printer is not likely to deviate, but if he should, he will be entirely responsible. Get a sheet of each form as soon as it is backed up. Examine every sheet for register. If there is the slighest variation, take up with printer at once. Be especially careful of forms printed in 64's. These sheets will also keep you posted on the progress the printer is making with the presswork. Furthermore, have him report at least once a week, the number of forms he has printed up to date and number of sheets delivered to the bindery.

If books are wanted quickly, a binding order should be placed on or before the day the presswork is started. Then see that the printer does not skip from volume to

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From Forest to Finished Book

volume but prints and delivers one volume complete at a time. In this way, the binder can fold and sew a volume as soon as it is delivered and in the case of edition work he will probably have two-thirds or more of the volumes completely forwarded by the time the last sheet is delivered. If this is done, sets can generally be obtained within a few days after the presswork is completed, *PROVIDED OF COURSE,* that your illustrations, title-pages, maps, lining paper, etc., have previously been delivered to the binder. Have the binder report at least once a week the number of forms that he received from the printer. Check against printer's report and run down any discrepancy.

As far as possible make all shipments direct from the bindery.

When an edition is completed, open an account in the manufacturing ledger charging the bindery with the sheets just as though they were so many dollars—It may be found best to open up special accounts for title-pages, illustrations, linings, etc.; that is, one account in the manufacturing ledger for each of these items.

As binding orders are placed credit the sheet account and open up a special account for each binding order debiting binder thereon with the amount of the order.

As bound sets are delivered credit the binder on the binding order. In this way the binder will stand charged at all times with the sheets delivered to him and credited with the number of sets ordered bound, and the binding accounts on the ledger will show exactly how many sets or volumes have been bound and how many remain unshipped. There is no more simple nor accurate way of handling sheet stock than to treat it as the firm's accountant treats the cash received and disbursed.

Books manufactured in the United States should have that indicated at the bottom of the reverse side of the title page; that is, at the bottom of the page on which the copyright notice generally appears.

When an edition is exhausted make a careful review of the entire matter. Check all deliveries against the binding orders and see that each binding order was delivered complete. Then check all binding orders against sheet records and see that full count was received from the bindery.

Be sure copyright is properly taken out if the work is new or has been revised.

Has due consideration been given to binding on account of climatic conditions?

Will moisture affect the stamping? Should genuine gold be used or will imitation gold be suitable? Would it help to lacquer the imitation gold?

Is the book to be subjected to moisture or dirt? Would it be wise to specify washable cloth or imitation leather?

Should any material be treated to resist attacks by insects? Shipments of books to Latin America should be bug resistent as far as possible.

If books are to be used by small children, cloth should be waterproof and free from any injurious substances.

Have the boxes been ordered?

If sheets are to be shipped from printer to a binder in a distant city, consider ordering paper in cases. Also if shipping by motor freight is cheaper and quicker than rail.

Use greatest care in passing all bills, large or small. Give every invoice the same respectful consideration that you would if it represented a charge against yourself. Never affix your "O. K." until you are absolutely certain that the transaction is complete, that the firm has received full value, and that there can be no possible reason for not passing the bill through to the Accounting Department for payment. There is no better time to review the whole transaction with which the bill is associated than just before you affirm that it is a proper charge and send it on to be paid. A whole chapter might be devoted to the importance of passing bills.

Remember that the time-honored motto of the Manufacturing Department is "Eternal vigilance is the price of good work!"

This is the fourth article in Mr. Beasley's series "The Details of Bookmaking." The first three were on "The Buying of Paper," "Edition Printing Presswork," and "Order Form for Edition Printing," and appeared, respectively, in the April 6th, May 4th and June 1st issues.

A

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Bookbinders Embark on Research Program

They Cooperate With the Government In Important Program

Roy C. Baker
Chairman, Special Committee

THE establishment of a Research Division by the Employing Bookbinders of America is a forward step of significance in the bookbinding industry and bound to be of practical value not only to the bookbinder, but also to the publisher.

The analysis of production and distribution methods to develop more efficient and more economical practices is rapidly coming to the front in association activity. Industrial or technical research is universally recognized, as offering a great opportunity to manufacturers to develop better methods of production and more efficient methods of purchasing materials. So vital has this subject become, that Congress has authorized the various research departments of the Government to cooperate with the respective manufacturers. This cooperation is now carried on mainly through the Research Association Plan, which consists of the placing of research associates in the Bureau of Standards. At the present time, there are sixty-one associates connected with this bureau, who are functioning for their various organizations through the different Government laboratories. These associates are research engineers qualified to initiate and conduct research and are paid by the organization for which they are working.

The Research Division of the Employing Bookbinders of America will function in the following way:

It will install a resident research engineer at the Division of Tests and Control of the Government Printing Office, who will devote all his time to investigating and solving problems which confront the bookbinding industry. In addition, tests will be made on all samples of material submitted and reports rendered at once to members sending in such materials. The committee will gather ideas from the members and formulate and lay out work for the resident engineer. It is proposed to adopt standard material specifications under which the members may order various materials which they purchase. By having samples tested, they are assured of getting what they order and what they pay for.

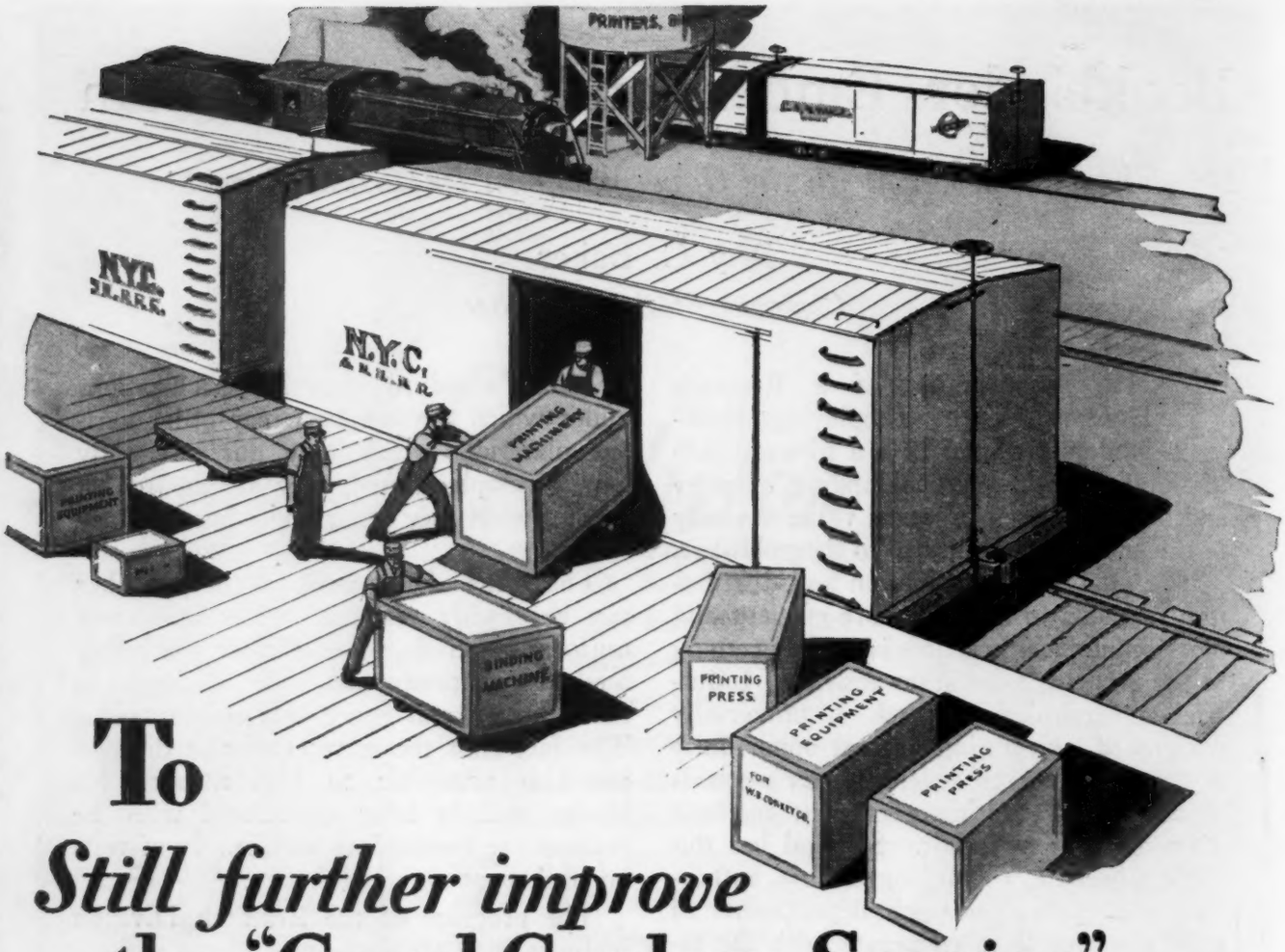
The value of this work to the publisher can be readily realized, better and more uniform materials, more efficient and better methods of production, will all tend to make better and more serviceable books. The fact that the services of this division are also accessible to him through his binder, will be fully appreciated when he realizes the tremendous importance of tests on book papers.

The program of the Research Division includes such problems as:

(1) Warping of books.
(2) Causes of damage to books during process in order to reduce repair work.
(3) Duplication, omission and misplacement of pages.
(4) Development of better methods of binding books.
(5) Standardization of bookbinding operations and bookbinding specifications.
(6) Surface strength of paper and its relation to the durability of the book.

It is proposed to investigate new machinery and materials. These will be tested in the Government Bindery under actual operating conditions and will be approved if they are of satisfactory merit.

The Research Division will cooperate in every way with the book publishers' organizations. Research work in connection with the sale and distribution of commodities has proved of utmost value to various industries. Selling methods which do not create new business are of no value to the trade as a whole. Successful distribution calls for an increased demand by the pub-



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lic. The tendency of competition seems to be shifting from small to large units, the characteristic effort of the present day being to create new business rather than merely to exchange customrs.

It would seem that an excellent opportunity to carry a message to the public as to the value of reading is overlooked in the blank pages, which come at the end of almost every book. Well written educational propaganda could be used with practically no expense, and while advertising of an individual nature might be considered objectionable by booksellers and the public, cooperative messages of an educational nature would be accepted. This same method could well be applied to jackets and bookmarks.

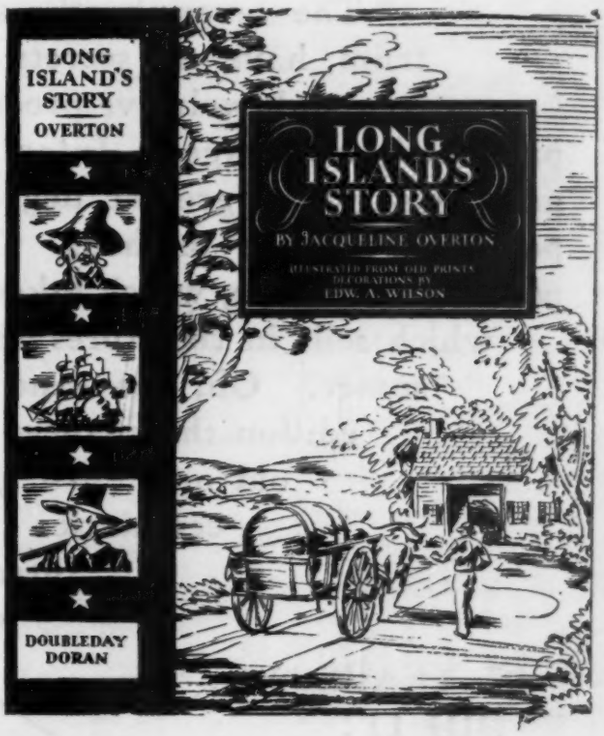
Many ideas suggest themselves to research activity, the development of which should go a long way towards increasing the prosperity of the industry and rendering a lasting service to the public. It is hoped that the efforts of the various book manufacturers and publishers organizations in the future will be directed cooperatively towards creating a demand for more and better books rather than criticism of present methods of production and distribution.

Curwen Press Exhibit

AT Bumpus' London bookstore an exhibit was held during May of the production of the Curwen Press, an English printing house, the books of which are well known to the American reading public and deserve to be well known to collectors. The Curwen Press was founded in 1863 by Rev. John Curwen, whose grandson, Harold Curwen, is its present manager. In 1920 Oliver Simon joined the firm, and the Curwen Press began to print books, its first volume being an anthology called "The Lute of Love", published by Selwyn & Blount. The book was decorated by Claude Lovat Fraser, whose work is found in many other of the early books from the press, including two books with colored illustrations well known to collectors, "The Luck of the Bean-Rows" and "The Woodcutter's Dog." Another volume is the well-known little collection of "The Poems of Charles Cotton," printed for the Poetry Bookshop.

Fraser's contacts with the press and his association with its directors in working out the arrangements for the manufacture of "The Lute of Love," and the other books mentioned here, were touched on in "The Book of Lovat," published by Dutton. Many other illustrators are connected with the work of the press, including Albert Rutherston, Paul Nash, Edward Wadsworth and Vera Willoughby.

Students of bibliography also have many of the Curwen Press books such as the First Edition Club's "Lord Byron" and "W. B. Yeats," the volume by Simon and Rodenberg called "Printing of Today," published in this country by Harper, and Johnson's "One Hundred Title Pages," published in America by Appleton.



Edward A. Wilson's jacket, printed in brown and green, for "Long Island's Story"

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D. B. UPDIKE, whose typographical direction has made the Merrymount Press publications collector's items, received an honorary M.A. from Harvard on June 20th. Mr. Updike has not been content with this presentation of typographical practices. He has published also his theories. His books include, "In the Day's Work," and "Printing Types, Their History, Forms and Use; a Study in Survivals."

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Why I Like It

Mary McRae McLucas

PEOPLE who enjoy making things may often make almost any object with a great degree of satisfaction. Happy are those who love an object and also love to make it.

So it was with me. I loved books long before my curiosity was aroused as to how they were made. I loved them for what they said; for the information they contained; for the imagination they aroused and stimulated. My first approach to books was through their contents. I can never forget in making a book that it is being made to be read. The first consideration of every typographer is the use to which his typography is to be put. Some advertising typography, although set to be read, must be set to attract the reluctant reader. The book typographer seldom has this problem. The book reader usually is a willing reader, and he should be given a fair chance.

In planning a book I, therefore, consider, *first,* readability, *second,* suitability and *third,* beauty. If a book is designed to be readable, if the size, type, paper and binding are suitable to the subject matter, the third requisite, beauty, is already achieved without effort and without affectation. This does not exclude ornament and decoration, but merely limits the decoration to such as will harmonize with the material in hand.

IN THE BEGINNING

BY

NORMAN DOUGLAS

NEW YORK

THE JOHN DAY COMPANY

Miss McLucas' title-page for "In the Beginning"

The term readability needs no explanation. Everyone can tell at a glance what is easily readable and what is a strain on the eyes. There are certain technical considerations, however, that make for readability. The kind and size of type; the close and careful adjusting of space between words and sentences; the leading between lines; and the size of the type page in relation to the size of the book, and the position of that type page which determines the margins: all these elements affect readability. And within these the designer has much latitude.

In general I like the kind of type to be the well-formed letters to which we have become accustomed: such as, Caslon, Baskerville, Scotch Roman, Granjon, Garamond and a few others used with discretion. The size of type depends upon the width of the page and is best when a line of type carries enough words to be read at a glance. I insist upon close even word-spacing with no extra space between sentences. I like to vary the spacing between lines with the various types and sizes of types used.

The term suitability is not so easy to explain. In fact, I doubt if it can be explained at all. It is this element of bookmaking which tests the designer to the utmost. In society it is not suitable, for example, to wear golf attire at a funeral, etc. But,

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MAKES COVERS SAY "ATTENTION!"

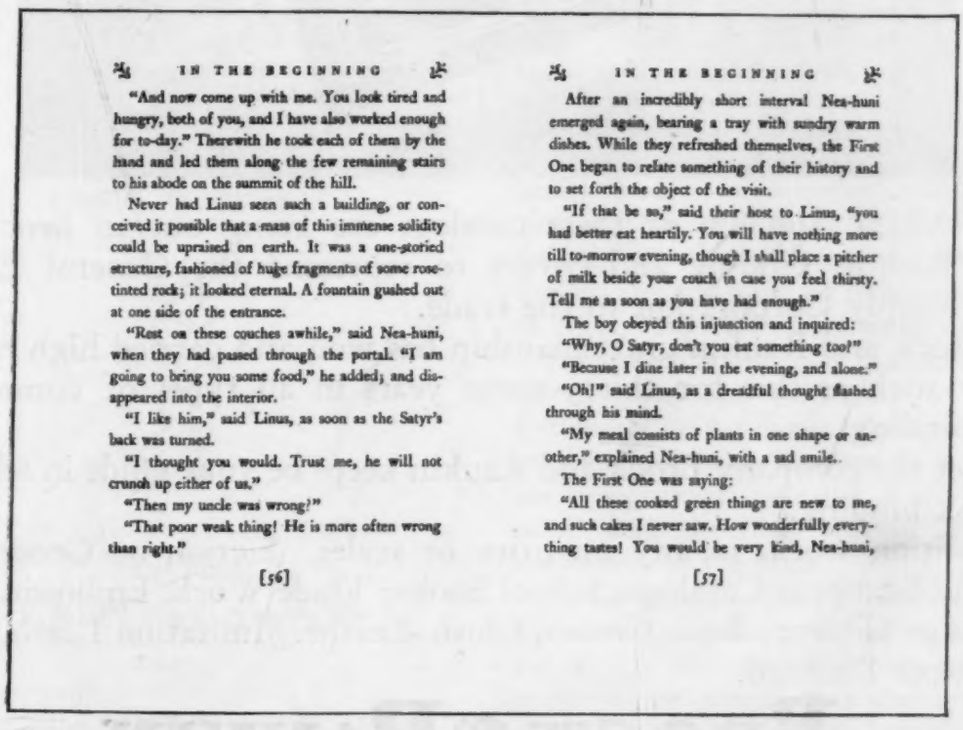
even so, the dictates of fashion or custom leave much to the taste of the individual.

The book designer will find a few guide posts, some of which have no better reason for being than habit or tradition. It is customary to design a novel as a 12 mo. And, that after all, is a very convenient size to hold for reading. But the amazing demand of the bookstores (I believe it is the bookstores) to have the novels bulk, defeats the very purpose of easy handling. If fashion would only decree that novels should be slim like fashionable women. Yet we go on sending out these "bloated" novels. Most, novels also have insufficient margin at the bottom of the page for easy holding. I like a deep margin at the bottom of the page, for that is where I rest my thumb and I dislike having to move my thumb in order to read the last few lines. Of course, if you are willing to devote both hands to novel reading, you may use the outer margins with a fair degree of comfort.

Biographies are supposed to be "heavy" reading and you will observe that they are usually heavy books. Just why this practice is followed so religiously, I do not know. But I do know that it is a very important point with publishers and booksellers. Although I've designed a number of biographies I've never made any of them smaller than 6″ x 9″, and most of them even larger, and with great bulk. If the reader is not wearied by the author's work, he soon will be tired out by holding these big books. Some day I shall make a biography in a small friendly size, light and easy to handle, so that the reader will be put on intimate terms with his subject at once. Here again I am reminded of why I love bookmaking. There are so many things that I look forward to doing some day.

Textbooks are the stepchildren of bookmaking. Not so much on account of their size (for a great variety of sizes and shapes has been accepted) but on account of their layout and typography and binding. Strange isn't it, that to the most reluctant readers the book world has we send the most difficult and ugly typography? I suggest that an experiment be made in this field. Let a good advertising layout man design a text-book. The results, I believe, would be interesting and perhaps even charming.

Children's books (other than text-books)



IN THE BEGINNING

"And now come up with me. You look tired and hungry, both of you, and I have also worked enough for to-day." Therewith he took each of them by the hand and led them along the few remaining stairs to his abode on the summit of the hill.

Never had Linus seen such a building, or conceived it possible that a mass of this immense solidity could be upraised on earth. It was a one-storied structure, fashioned of huge fragments of some rose-tinted rock; it looked eternal. A fountain gushed out at one side of the entrance.

"Rest on these couches awhile," said Nea-huni, when they had passed through the portal. "I am going to bring you some food," he added; and disappeared into the interior.

"I like him," said Linus, as soon as the Satyr's back was turned.

"I thought you would. Trust me, he will not crunch up either of us."

"Then my uncle was wrong?"

"That poor weak thing! He is more often wrong than right."

[56]

IN THE BEGINNING

After an incredibly short interval Nea-huni emerged again, bearing a tray with sundry warm dishes. While they refreshed themselves, the First One began to relate something of their history and to set forth the object of the visit.

"If that be so," said their host to Linus, "you had better eat heartily. You will have nothing more till to-morrow evening, though I shall place a pitcher of milk beside your couch in case you feel thirsty. Tell me as soon as you have had enough."

The boy obeyed this injunction and inquired:

"Why, O Satyr, don't you eat something too?"

"Because I dine later in the evening, and alone."

"Oh!" said Linus, as a dreadful thought flashed through his mind.

"My meal consists of plants in one shape or another," explained Nea-huni, with a sad smile.

The First One was saying:

"All these cooked green things are new to me, and such cakes I never saw. How wonderfully everything tastes! You would be very kind, Nea-huni,

[57]

These facing text-pages of "In the Beginning" show the margins Miss McLucas feels a page of type needs. The flowers at each end of the running head aid the general effect of the page.

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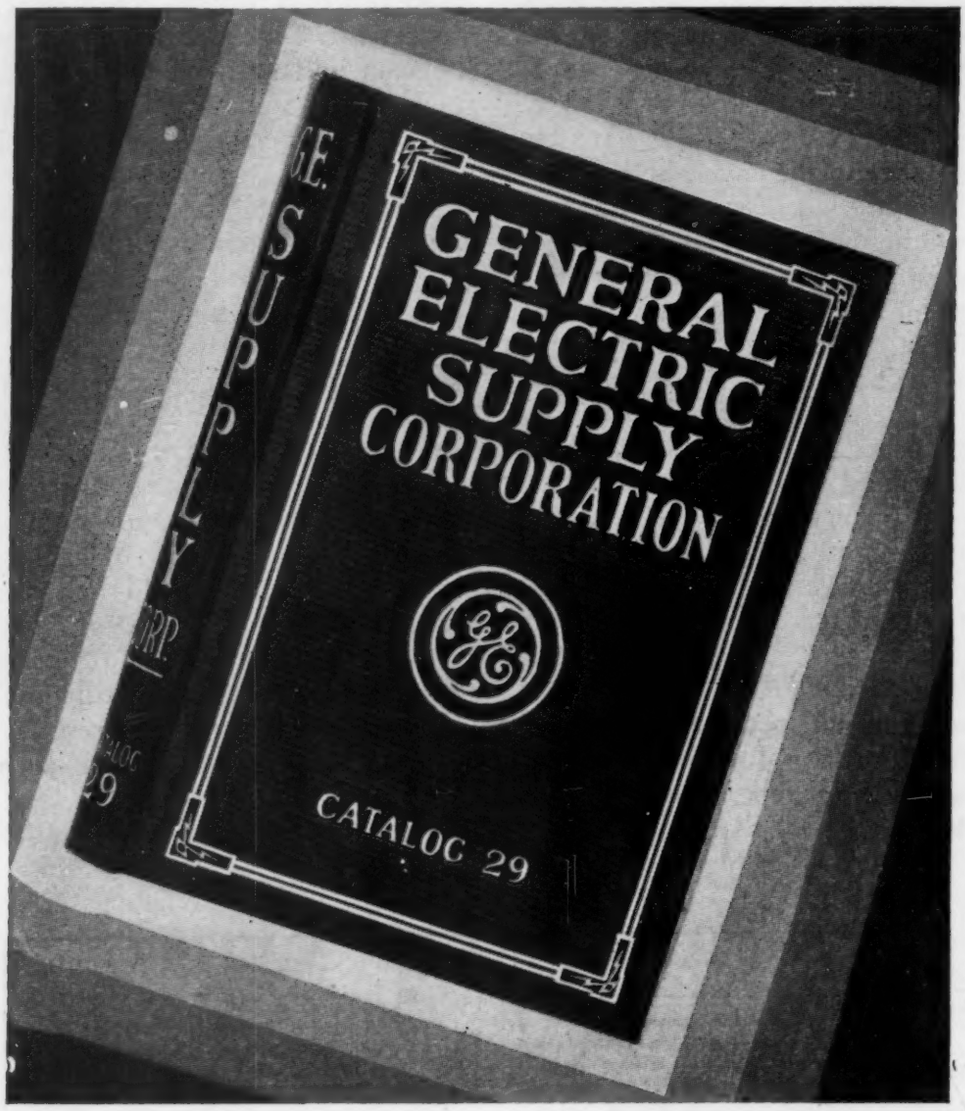

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are not subjected to so much tradition as to shape, size and typography. The designer of these books has great leeway in some respects. However, I have never found designing children's books the joy that I believe it could be. For one reason I have never been given many to design, and for another reason the few that have come my way were so copiously illustrated that my part of the work became a matter of routine reprodution. Publishers spend so much money for the illustrations that very little is left for producing the book itself, as the public has not been educated to the point of spending much money for the individual book to put before the child.

Poetry has its own special place in the day's work of a book designer. For my part I enjoy getting a book of poetry to make up, although I do not find it an easy task. If the book is short enough or expensive enough to warrant the use of foundry type, some very delightful results can be obtained. But, if machine setting must be used, there is but limited choice. This limitation may be somewhat offset by putting variety, informality or elegance, as required, into the paper and binding. Into the binding one may put richness or delicacy of color, elaborate or simple design.

Illustrated books bring out more involved adjustments, and suitability of design is frequently very difficult to obtain. But the best modern book illustration is an aid to the typographer. And it is a pleasure to work with the illustrator in interpreting the design of the book.

At the present time, publishers are more wide awake to the possibilities of interesting design and variety of design in their books which means that the typographer is coming into his own, and that somewhere among the publishers he can find a market for as much originality as he is able to display.

The Book of the

GLOUCESTER FISHERMEN

by

JAMES B. CONNOLLY

Illustrated by

HENRY O'CONNOR

New York

THE JOHN DAY COMPANY

1927

Miss McLucas' title-page for James B. Conolly's book

I

POINT OF DEPARTURE

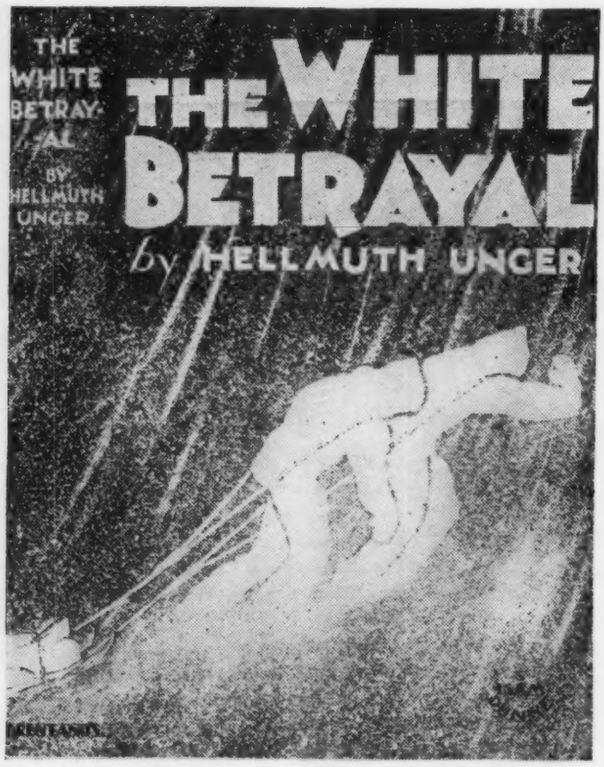
GLOUCESTER'S all-sail fishing fleet is passing. Let a vessel's name be mentioned twenty years ago on Fisherman's Corner, and the question at once was, What length of main boom? what hoist of mainsail had she? Today they ask, What horsepower has she?

Fast sailing craft were a necessity in the old bank fleets: also they had to be able. It blows pretty hard at times on the North Atlantic, especially in the winter time; but once the hard-driving Gloucestermen swung a vessel off for the market they had no intention of letting any gale of wind stop them; and so, their vessels had need to be able to stand up to it.

Fast and staunch the Gloucester vessels grew to be; and beauty of hull and rig followed. And then, when the fleet was the wonder of the sea-faring world, the mechanical days came in. It is auxiliary or all-power craft nowadays.

13

This page is the ideal result of the artist and typographer working and planning together



The above reproduction is of the jacket for "The White Betrayal," an account of the tragic Greeley Expedition to the Pole, which Brentano will publish in September. The jacket was drawn by Liam Dunne. It is done entirely in black and white and demonstrates effectively that a jacket does not have to use color to be dramatic or compelling

Humidity—The Printer's Most Delicate Problem

AS publishers of books are putting more and more demands on the printer for careful carrying out of their plans, they find more and more need of knowledge of the circumstances under which the printer works. One of the exacting problems of the printer is the problem of humidity, and control of these conditions has become extremely important with the exact registration required for many pieces of printing, especially those in more than one color. The Carrier Engineering Corporation of Newark have been one of the firms that have made a special study of this problem of the air in the printing office, and they have issued a little book entitled "Manufactured Weather in the Printing and Lithographing Industries," which is well worth the attention of those who are interested in knowing what this problem is and what the engineers are doing to meet it, the book having been written in simple language so that the layman can understand it.

Paper is a felted mass of cellulose. These fibers absorb water, and paper is exceedingly sensitive to moisture in the air. The simultaneous swelling of millions of fibers make an appreciable increase in the size of the paper, and the larger the sheet the more it is stretched. It is not unusual for a 38 x 50 sheet to stretch a quarter of an inch across the grain and 3/16 of an inch with the grain, under an increase of 30% relative humidity. When the fibers are dried out, the paper shrinks.

These figures indicate the problems the printer is facing.

Four Rhyme Sheets

THE second publication of the recently active Winter Wheat Press, 1735 F Street, N. W., Washington, D. C., has just been issued. It is a series of four rhyme sheets, hand-colored and adhering in general style to the early broadsides while accepting the slight modifications made by Lovat Fraser in his rhyme sheets. Each has a series number, so it is reasonable to expect that more will be added in the future. The four in this group are:

No. 1. "Landscape," poem by Josiah Titzell. Decorations by Prentiss Taylor.

No. 2. "Noah's Dove," poem by Laura Benet. Decorations by Prentiss Taylor.

No. 3. "Now Every Rose-Hip's Orange," poem and decorations by Rachel Field.

No. 4. "When the Damsels . . ." poem by Remo Bufano. Decorations by Prentiss Taylor.

An Attractive Specimen Book

AN unusually neat and attractive third edition of their "Specimen Book of Type Faces and Decorative Material" has been prepared by David Gildea and Company of New York for distribution among type buyers. The volume is a 16mo bound in dark green boards, and the typography has been carefully planned and the printing nicely done. There are blank pages in the back of the book on which specimen sheets, which the company plans to send out from time to time, may be pasted.

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BODONI: Modernistic typography has enhanced the vogue of Bodoni—a type which has been *popular and useful* since its inception at the beginning of the nineteenth century in Italy.

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CASLON: More than 200 years old and still the *most satisfactory all-purpose type*, the Linotype Caslon Old Face is the result of years of study of the Caslon types—uninfluenced by various "re-cuttings."

12 PT. CLOISTER

CLOISTER: Based on the justly famous roman of Nicolas Jenson (as cut in 1470) the Linotype Cloister is another all-purpose book face. It combines the essential qualities of *strength, dignity and beauty* to an unusual degree.

12 PT. BENEDICTINE BOOK

BENEDICTINE BOOK: This attractive type (as well as Benedictine and Benedictine Bold) is *an exclusive Linotype face.* Its capitals are of classic simplicity, its lower case, pleasing.

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GARAMOND: Deservedly popular because of its *splendid design and color,* Garamond is based on the true, authentic face as cut by Claude Garamond, the Egenolff-Berner specimen sheet of 1592.

12 PT. GRANJON

GRANJON: "A book face worthy to rank with *Caslon* for usefulness, with *Centaur* for beauty—*sharp enough* for publicity, *clear enough* for a dictionary" is the tribute of *The Fleuron* to this beautiful face.

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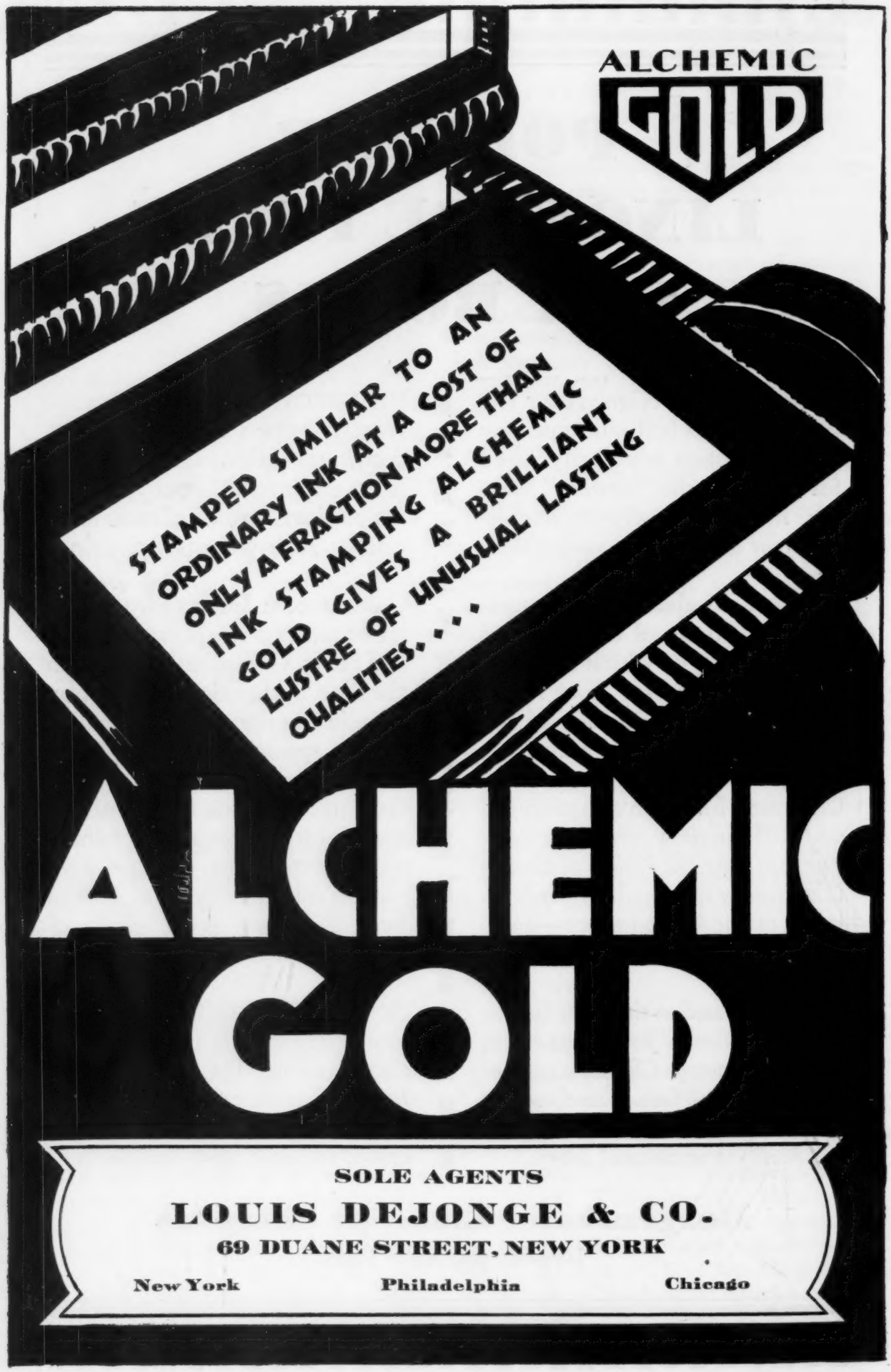
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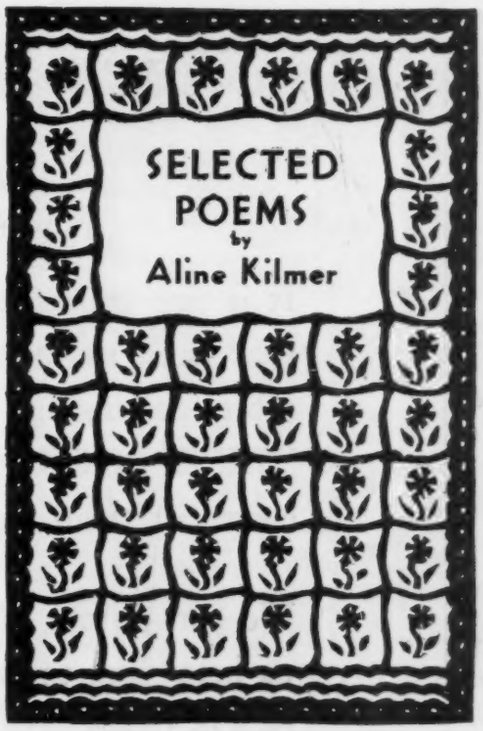
Encouraging the Head of the Manufacturing Department

IT was only a few weeks ago that the *Publishers' Weekly* had a special article on the typographical work of Arthur W. Rushmore, who has done so much in recent years to improve the general bookmaking of Harper & Brothers. Henry Hoyns, the new president of Harpers, realizes the prestige that fine bookmaking gives a publisher. This is evident in the action he has already taken, although he has been president but a few weeks. Mr. Rushmore has been a close, practical, enthusiastic student of typography for years. He sailed in June on the Steamship Pennland for Plymouth to be gone six weeks studying and visiting many of the private and special presses of England, Holland, France and Germany. His itinerary has been carefully worked out, and he knows exactly what he is going for. He is bound to come back with increased enthusiasm for his work. This looks like results. Henry Hoyns and Arthur W. Rushmore, the practical publisher and the ambitious and skilfull typographer, working shoulder to shoulder, are bound to give the Harper imprint to many books that the discriminating lover of fine typography will want to own. This is evident in the promptness with which preparations are now proceeding.

The Year, 1928

THE new volume of the "International Year Book" covering 1928 mentions in its discussion of American publishing the fact that there has been "a notable tendency in the obvious desire of many publishers to produce striking examples of bookmaking. In this the university presses have led the way." But it credits to the American Library Association high praise for selecting fifty best made books of the previous year. The A. L. A. may be surprised to know that it is thus credited with the activities of the American Institute of Graphic Arts, though the mistake is not surprising, as it is the A. L. A. which stands sponsor for the selection of "Forty Notable Books." The most recent list, the notable books of 1928, was printed in the *Publishers' Weekly* of June 1st.

The article goes on to say that this tendency to emphasize bookmaking is a reverberation of the contemporary craze for collecting modern books in first editions. Just how this has been figured out is not clear, as the roots of the new movement date forty years back, and it is only within a couple of years that Crosby Gaige and others have thought of connecting the public's interest in fine books with the interest in first editions.



The above design printed on yellow stock was used not only for the jacket of the book but also on the board covers of Aline Kilmer's "Selected Poems," Doubleday Doran

Russell and Rutter Binderies Combine

ROBERT RUTTER & SON, INC., and Thomas Russell & Son, Inc., have merged into the Russell-Rutter Company, Inc. Since July 1st they have been operating their plant at 461 Eighth Avenue (The Printing Crafts Building), corner of 34th Street, occupying a full manufacturing floor of 24,000 feet.

The superintendent of the merged plants will be August Jekel, and G. C. Wedekind will be the President.

Eleven Were Bound by Us

It is our constant endeavor to give the best that is in us to our work. Therefore, it is most gratifying to learn that out of the "FIFTY BOOKS OF THE YEAR" of 1928, eleven of them were bound by us.

We can do the same for you. Why not let us help you to be listed with the "FIFTY BOOKS OF THE YEAR" of 1929?

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PART II

ODD materials have been used from time to time as bindings. Thus, at least two publishers have put out cookbooks with oilcloth bindings, as appropriate for kitchen use. During the Civil War, due to lack of materials in the South, several books and pamphlets were issued with wallpaper covers and, indeed, printed on wallpaper. Gellet Burgess edited an early venture called "The Lark" which was printed on wallpaper. One recalls a collection of plantation songs entitled "Lyrics from Cotton-Land" which was fittingly bound in a bandanna handkerchief; likewise a gypsy volume. Some years ago an English textile manufacturer wrote a book on his craft and bound the edition in calico of his own making. The range is wide, from limp Persian Yapp to ostrich skin tanned dark brown and with darker nodules; from kangaroo to crocodile. A Latin copy of the "Golden Ass" of Apuleius, dated 1501, bound in ass's skin is known. One Mary Tofts, who two centuries ago was a mental case, claiming she had been confined of rabbits, gave rise to several pamphlets which in the Duke of Roxburgh's library were bound in rabbit skin. Fantastic bindings appeal to some booklovers. A noted French collection, dispersed at auction in 1874, was rich in eccentric covers, including the skins of crocodile, mole, seal, civet, lizard, rattlesnake, the pelt of the Bengal tiger, Canadian black wolf, otter, and white bear. There was even an angling book bound in the shellaced scaly and shimmering skin of a sole.

General Sir George Napier had a work bound in a piece of Charles the First's silk waistcoat. It was a life of the celebrated dwarf, Jeffrey Hudson. This midget, who measured 18 inches until his thirtieth year, when he began to grow, fought a duel with a turkey-cock and at a royal banquet was brought to table in a make-believe pie.

A globe-trotter who wore one pair of buckskin breeches in a voyage around the world, published his travels and had his own copy bound therein.

Hunting volumes have been covered in deer-skin surmounted by a silver stag. Volumes have been encased in colored leather mosaics, scraps of brocade, figured silk, Venice velvet, and Japanese leather paper.

Among curiosities of bookbinding are twin bindings, reminding one somewhat of an S-shaped tête-à-tête settee or a three-panelled screen. Known also as *dos-a-dos* bindings, they open on opposite sides, the middle cover being common to both. These Siamese twin specimens of the book-world are now seldom encountered. They usually comprise a New Testament and Book of Common Prayer in an English 18th century binding, occasionally satin, or two other closely related works such as "Walton's Lives" and "The Complete Angler." A diminutive specimen, so small that a postage stamp will cover the letterpress of a page, is the early Thumb Bible containing Scriptural couplets by John Taylor,, the "Water Poet" who hawked his works in the byways of London in Shakespeare's day. Among the curiosities in the Salomon collection of tiny books was such a dual work, entitled respectively "Catechismus Handlung" and "Vom Christlichen Haustand," printed at Nuremberg in 1666 and 1¼ inches high. It is richly bound, the pages opening in reverse directions.

A word may be said, also, of two modern American examples, both facetious, which, unlike the above, are not twin books but nevertheless contain in a single volume forward and reverse lucubrations. The first is a little book of humor in which

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Irvin S. Cobb is allotted the right hand pages to discourse on Women, and Mary Roberts Rinehart inverts the volume to reply, from Cobb's last word forward, on the Men! The other, in imitation, is entitled "Men I'm Not Married To" and, in reverse, "Women, I'm Not Married To."

On the 250th anniversary of the first publication of "Don Quixote," fifty exemplars were issued printed on cork and bound in cork boards artistically ornamented by pyrography.

A volume entitled "Typographical Curiosities" was printed in 1832 on sheets made of white lead. It makes rather heavy reading! Another singular work by one Koops which appeared in London in 1800 was printed on yellow paper manufactured solely from straw and was entitled "An Historical Account of the Substances Which Have Been Used to Describe Events and to Convey Ideas From the Earliest Date to the Invention of Paper." It is the first book printed upon straw paper.

William Fowler, who was a carpenter, was the author of "Engravings of Mosaic Pavements and Stained Glass" in two folio volumes. This work is noteworthy from the fact that it was executed in its entirety by Fowler. The drawings, engravings, preparation of the colors, making of the paper, and binding were all the work of his own hands. Begun in 1796, it occupied his spare time for twenty-two years. Not more than forty copies were ever completed. Consequently it is now extremely rare.

Mention should also be made here of "Ye Smokiana: Pipes of All Nations," by R. T. Pritchett, published by Bernard Quaritch, which is written, engraved and illustrated in colors by the author.

Among the oddest of items which we may include in this category are the rubber books used by Gabriel D'Annunzio, Italian poet, soldier and aviator, who bathes with gold fish in his bath tub and reads during his ablutions. These volumes are encased in rubber to withstand the ravages of accidental wetting.

The earliest parchment chronicles kept by monks mention the "Calebren y Bevidd" or "Wood Memorial of the Bards," a collection of wooden slabs on which poets cut their memoranda in verse. The first almanacs were carved on wood and were necessarily crude, giving the days of the week and month, the rising and setting of the sun and the changes of the moon, but leaving out the stars and the tides, and people had to trust to memory for holidays. From these rude wooden "year-logs," as these almanacs were called, sprang the sailor's log book.

An old tome, possibly dating from the fourteenth century, was recently found by the Norwegian Society for the Conservation of Historic Monuments. This relic was brought to light during the restoration of a church in the village of Hopperstad, and was taken to the University of Christiania, where a museum of antiquities is kept. The book is made up of thin beechboards, bound together at the back, and covered with wax. The boards are slightly raised to avoid sticking and to preserve the characters. The letters appear to have been traced on the wax with a fine needle. Portions of the inscriptions may have been written in recent times, but most are several centuries old.

A singular library exists at Warstein, Westphalia. The imitation books composing it are made of wood, each a specimen of a different tree. The backs consist of bark with the scientific and common name of the variety carved thereon to resemble a title. One side is constructed of a polished piece of the same stock; the other side shows the natural grain and tone of the wood. The whole forms a box, inside of which are preserved the leaves, seed, blossoms, or dried fruit which pertain to the tree, together with the moss which grows on the trunk and the insects which infest the wood or foliage. These arborial volumes are alike in size and several score in number. A somewhat similar wooden library is said to exist in a monastery at Prague.

There are several books here and abroad bound in wood cut from the dismantled timber of broken up famous ships or from celebrated trees.

In the Baroness Burdett-Coutts sale at Sotheby's at London in 1922 there was a carved casket for Shakespeare's works, made out of a portion of Herne's oak, and presented to the Baroness by Queen Victoria. On a silver plate inside the flap is the following inscription:

"This casket, carved out of Herne's oak, the tree mentioned in 'The Merry Wives of Windsor,' contains the First Quarto Edition of Shakespeare's poems, published *anno* 1640, and the still more rare first edition of the dramatic works, published in 1623. The old tree fell down in 1863."

This latter, the famous first folio, known as the "Daniel" copy, was purchased by the Baroness in 1864 for the then unprecedented sum of £816 to prevent its being taken out of England by an overseas bidder.

This delighted her friend, Queen Victoria, so much that she gave her some wood from "Herne's Oak," which used to be a landmark in Windsor Great Park and is the trysting place in one of the most effective scenes of "The Merry Wives of Windsor." The Baroness had the wood made into a case in which the folio has ever since been kept. Dr. Rosenbach bought this, together with an account of the chest written by the Baroness herself, paying £8,600 for it.

The "Birch Bark Poems" (Boston, 1880) of Charles Lummis is a tiny book printed on birch bark and bound in wrappers thereof. Even more unusual is "The Wooden Works of Sir Thomas Anonymous" consisting of thin flexible pages of wood and a board binding. Then there is the German Anthology on Tobacco, by G. Lewinstein ("Für und Wider den Tabak," Berlin, 1890) in a curious binding of cigar-box wood with yellow ties such as are used to bundle cheroots.

Wooden bindings are fairly frequently seen. The New York Public Library has a quarto Bible, with metal clasps, which is bound in carved wood. Angelic heads at top and bottom and a central figure with open book and cross are in high relief, together with the carved lettering in German script, each letter an inch tall and one-quarter inch in relief.

Another wooden binding in the same Library is entitled "The Preacher" and reminds one of the old German or Swiss carvings seen on clocks, cabinets and the like. It is of interlaced leaf-scrolls and lettering.

Several copies of a "Manual of Woodcarving" were bound in panelled fluted wood by an English bindery.

The Chocorua Press

AT the address of 301 West 24th Street, New York, Joseph Leventhal has started the Chocorua Press, and the first book of this press is to be "The Palette Knife" by Christopher Morley with hand painted illustrations and decorations by Rene Gockinga, printed by the Pynson Printers in a limited edition of 450 copies.

The Jost-Mediaeval

THE cutting of the Jost-Mediaeval type has just been completed by the Type Foundry of Ludwig & Mayer in Frankfort on the Main. The designs for the type were made six years ago when its creator Heinrich Jost, (today he is Art Director of the Bauer Type Foundry), was still active in Munich. It is interesting to note how long a time it takes to manufacture a really good printing type.

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Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

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Campbell's Lives of the Chief Justices.
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ARGUS BK. SHOP, 333 S. DEARBORN ST., CHICAGO
One Day: A Tale of the Prairies. Pub. Arena Pub. Co. 1893.
Bridges. Romance of Millions: A History of the Carnegie Steel Co.
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Queen's Doll's House. Trade ed.

Book Shelf, 15 Garfield Pl., Cincinnati, O.

On the Border with Crook. Burke. 2nd ed. Scribner. 1892.
Gothic Ornament at Oxford. Pugin & McKenzie.

Book Shop, 140 Halsey St., Newark, N. J.

Inman. Old Sante Fe Trail. 1st ed.
Sullivan. Our Times. Vols. 1 and 2. 1st ed.
Education of Henry Adams. 1st ed.
Beebe. 1st eds.: Bird Lovers in Mexico, 1905; The Bird, 1906; Log of the Sun, 1906.

Booke Shop, 4 Market Sq., Providence, R. I.

Leda. Huxley.

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Martin. Oriental Rugs.
Bliss. Genealogy. Latest ed.
Valentine. Manual No. 4. New series.
Burney. Evelina. 1st ed.
Barrie. Richard Savage. 1891.

Brentano's, 1322 F. St., N.W., Wash., D. C.

Glass. Adventures in Constructive Finance.
Crowther. Life of John H. Patterson.
Swarbrick Robert Adam and His Brothers
Herbine. Meeting of the Spheres.
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Adams, Almeda C. Seeing Europe through sightless eyes. Grafton Press
Adams, Frank R. Help yourself to happiness. $2 Macaulay
Adams, Herbert. Oddways. $2 Lippincott
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Adams, Peter. Card castles. il. $2.50 Brentano's
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Adventures of Blackshirt. Graeme, B. $2 Dodd, M.
Adventures of Galley Jack. Hill, H. $1 Harper
Adventures of three little pigs. Moe, L. $1.50 Longmans
Adventures of Tommy. Wells, H. G. $2 Stokes
Advertising, Art of newspaper. Meynell, F. $6 Stokes
Advertising, History and development of. Presbrey, F. $7.50 Doubleday Doran
Advertising, Layout technique in. Surrey. $4 McGraw-H.
Aerial navigation and meteorology. Yancey, L. E. $4 Henley
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In This Issue

PAGE

PROPHECIES OF PROSPERITY 39
The publishers, in answer to an informal query of The Publishers' Weekly, predict a robust and prosperous business season.

WHAT RENTAL LIBRARY READERS LIKE *by Alice Payne Hackett* . . . 42
Miss Hackett, in attempting to discover where the rental library customer's favor lies, has questioned library directors and here presents her findings.

THE BOOKLOVER'S LIBRARY *by Dal Hitchcock* 44
The rise, due to its unusual service features, and the fall, due to its no less unusual, and much more unsound financial liberties, of Seymour Eaton's popular rental libraries of the early 1900's.

EDITORIALS 48
Summer as a Publishing Season; Book Week; The Canadian Convention.

CANADIAN BOOKSELLERS MEET *by Jessie E. McEwen* 51

ASSOCIATION ACTIVITY 54
The Mat Service by Ellis W. Meyers.

OLD AND RARE BOOKS *by Frederick M. Hopkins* 68

Bookmaking

PRACTICAL PAPER TESTS FOR PRINTERS *by George French* 71

THE DETAILS OF BOOKMAKING; IV *by David S. Beasley* 74

BOOKBINDERS EMBARK ON RESEARCH PROGRAM *by Roy C. Baker* . . . 79

WHY I LIKE IT *by Mary McRae McLucas* 83
In her typographical activities Miss McLucas has been associated with Carl P. Rollins, the John Day Company and Currier & Harford. In this article she tells what, through these associations, she has come to like and why she likes it.

SPURIOUS OR "MOCK" BOOKS *by Walter Hart Blumenthal* 93
The Editor of The American Hebrew here completes his list of some spurious or "mock" books, the first part of which appeared in the April 6th Publishers' Weekly.

Forthcoming Issues

❧ ❧ ❧ Frank Swinnerton will contribute to next week's issue the second of his quarterly "London Letters." In this discussion of the London scene the author of "Nocturne," "The Merry Heart" and other novels, presents the attitude of John Bull to the book club which has just been organized in England. Mr. Swinnerton is represented on Doubleday, Doran's fall list with a novel, "Sketch of a Sinner," to be published October 11th. ❧ ❧ ❧

❧ ❧ ❧ Franklin Watts, of the George Innes Company, Wichita, Kansas, has written an article for *The Publishers' Weekly* which will be of particular interest to the retailer dealer. It is called "Some Ways to Reduce Markdown" and will tell of methods that Mr. Watts has tested himself. ❧ ❧ ❧

❧ ❧ ❧ Downing Palmer O'Harra, will contribute to next week's issue the last article in his series, "History of Book Publishing in the United States to 1901." It will describe the conditions which brought about the publishers' organization founded to combat the destructive influences in publishing and to effect a stabilization of prices. ❧ ❧ ❧

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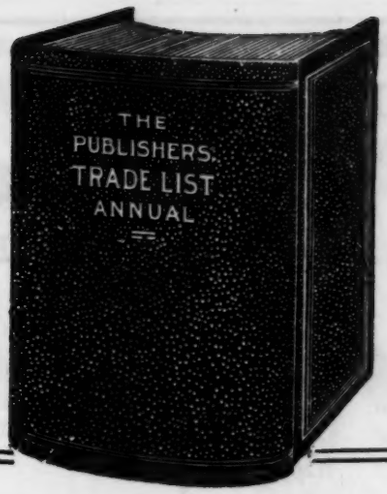

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